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23RD year

THE NEWSWEEKLY OF RADIO AND TV

BALTIMORE
the city of "ground rents"...

In Baltimore you can buy a home without buying the land it's built on—just by paying an annual rent on the ground. That makes Baltimore different—and it's different as a market too!

A HIGHLY COMPACT MARKET!

Baltimore is the most concentrated market in America. More than 1⅓ million people packed right in the city limits and a tiny surrounding area—the densely populated parts of a few counties. W-I-T-H covers the *whole* area—at a fraction of the cost of powerful, expensive network stations, whose own affiliates overlap their coverage areas.

NIELSEN SHOWS W-I-T-H IN LEAD!

In the home city and county, W-I-T-H leads every other radio and television station in Baltimore in N.C.S. weekly daytime circulation! That means you get far more listeners-per-dollar from W-I-T-H than from any other station in town—regardless of power or network affiliation.

A call to your Forjoe man will bring you the whole W-I-T-H story.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

THE NATION'S BEST PROMOTED TV STATION

WICU TV CHANNEL 12 • ERIE, PA.

SERVING and SELLING the FABULOUS TRI-STATE AREA

WICU TV...

1953 PUBLIC SERVICE PROMOTION

6,594 SPOTS

• •

2,508 ID'S
672 ON LOCAL SHOWS

• •

160,000 LINES OF ADVERTISING IN THE ERIE DISPATCH *PLUS*

DAILY TV COLUMNS . . . FEATURE SUNDAY TV SECTION

OUTSTANDING AWARDS

- *First* — COLGATE COMEDY HOUR MERCHANDISING PROMOTION
- *First* — DANGER AND BLOCK DRUG
- *First* — BILLBOARD'S AUDIENCE PROMOTION
- *First* — BILLBOARD'S SALES PROMOTION
- *First* — WESTINGHOUSE PROFESSIONAL FOOTBALL
- *Third* — "BIG STORY" & PALL MALL
- *Honorable Mention* — BILLBOARD'S MERCHANDISING PROMOTION
- NATIONAL SAFETY COUNCIL — *Public Interest Award*
- ERIE SAFETY COUNCIL — *Award of Merit*
- *Sixth* — "BURNS & ALLEN," CARNATION . . . GOODRICH

• RADIO
• TV
• NEWSPAPER

EDWARD LAMB Enterprises INC.

HOME OFFICE—500 EDWARD LAMB BLDG., TOLEDO, OHIO . . . WASHINGTON OFFICE . . . 1177 NATIONAL PRESS BLDG.

WICU-TV—Erie, Pa.
Edward Petry & Co., Inc.

WIKK-AM—Erie, Pa.
H.-R. Co.

WTOD—Toledo, Ohio
Forjoe

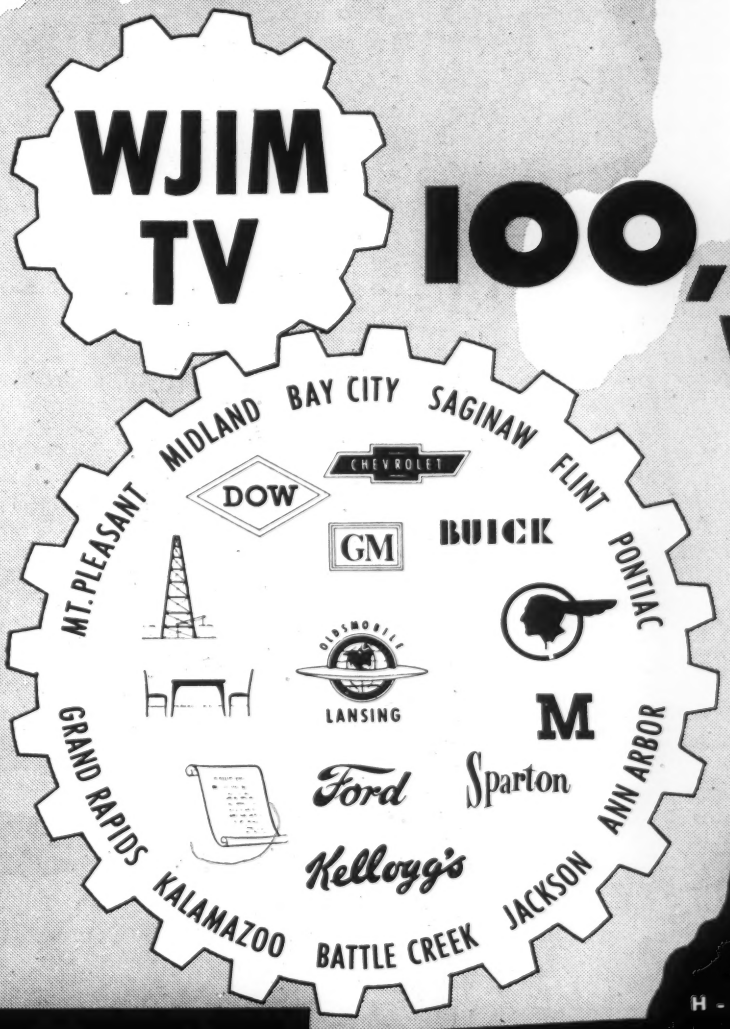
WHOO—Orlando, Florida
Forjoe

WMAC-TV—Massillon, Ohio
Edward Petry & Co., Inc.

The Erie Dispatch—Erie, Pa.
Reynolds-Fitzgerald

Coverage that counts !

...in rich, industrial, outstate Michigan



Now **100,000 WATTS**

NBC
CBS
ABC

H-R REPRESENTATIVES

Delivering America's greatest trademarks in America's 36th Market....

WJIM-TV

CHANNEL **6** LANSING

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

One of America's Pioneer Radio and Television Stations

A GOOD PLACE TO BUY
Since
1922

WGAL · *33rd year*
WGAL-FM · *7th year*
WGAL-TV · *6th year*

Lancaster, Penna.

Clair McCollough, President
Steinman Station

Represented by

M E E K E R

New York — Chicago
Los Angeles — San Francisco

closed circuit.

GUESSING game continues on FCC chairmanship, now that Senate confirmation of John C. Doerfer for new FCC term is assured. Mr. Doerfer conferred at White House Friday, but chairmanship reportedly was not discussed with Presidential Assistant Sherman Adams. It's deemed certain, however, that President Ike will act after Doerfer's confirmation. Betting is still even money (1) that Chairman Rosel Hyde will be continued for about a year; (2) that Mr. Doerfer will be appointed in line with Ike policy of "rotation."

★ ★ ★

IN NARTB staff realignment occasioned by resignation of Robert K. Richards as administrative vice president (page 7), there's strong prospect that President Harold E. Fellows will name as his top administrative aide H Quenton Cox of Portland, Ore., who recently resigned as president of KGW Inc. Currently NARTB Radio Board member, Mr. Cox, if he accepts proffer, would relinquish that post. Mr. Richards, under retainer, will serve as public relations counsel to NARTB but with no other functions. Mr. Cox had been in running for NARTB radio vice presidency assumed by John F. Meagher, but withdrew because of his then existing Portland commitments.

★ ★ ★

FIRST organized blast against record companies on 45 rpm exclusivity expected to emanate this week from Westinghouse stations (KDKA Pittsburgh, KYW Philadelphia, WBZ Boston, WOWO Fort Wayne, KEX Portland, Ore.). Program people and disc jockeys protest 45's as being difficult to cue and cumbersome to handle. While song-pluggers insist they'll continue to get 78's program people are adamant and want definite commitments on old standard discs.

POST-HEARING pitches on uhf-vhf situation were being made last week with individual members of Senate. Following close of proceedings last Tuesday, television broadcasters representing various viewpoints were contacting their Senators to espouse particular doctrines. They're either for or against projects to move all tv gradually to uhf and restrict vhf coverage to single markets.

★ ★ ★

SENATE uhf study has evoked White House interest. Subject came up for discussion at last Monday's legislative conferences of Communications Subcommittee Chairman Charles E. Potter (R-Mich.) with President, his assistant, Sherman Adams, and legislative officer, Wilton B. Persons. Although uhf development was brought up, FCC chairmanship, also official Washington's big communications question, reportedly was not covered.

★ ★ ★

FIRST FORMAL appearance as private practitioner since his retirement from FCC last June was filed last week by former Chairman Paul A. Walker in behalf of L. B. Wilson Inc., applicant for ch. 10 Miami, now in hearing. Mr. Walker was listed as associate counsel by Leo S. Resnick, chief counsel for applicant, as hearings opened before Examiner Herbert Sharfman last Tuesday.

★ ★ ★

LIKELY successor to late Sen. Lester C. Hunt as minority member of five-man Senate Communications Subcommittee is A. S. Mike Monroney of Oklahoma. First in line is Sen. Edwin C. Johnson (D-Colo.), former chairman who isn't running for new Senate term. It wouldn't surprise his friends if he took assignment for balance of session, which runs only until July 31, leaving way open for Sen. Monroney to move in next session.

★ ★ ★

WITH only two appearances made before Washington Air Coordinating Committee group studying whether present marking and lighting standards for tv and radio towers need revision, committee is now drafting report on first phase—and it's odds-on that it will recommend changes. Then committee begins work on various methods. Already suggested are such things as aluminum spheres on guy wires, electronic devices to radiate warning signals, neon lights on guy wires, high intensity arc lights, etc.

★ ★ ★

PRACTICE of having FCC counsel at all comparative hearings soon may be abolished to conserve legal manpower. Dominant notion is that examiner can look after public's interest while adversary counsel will take care of everything else. There's nothing in law to prevent this. Reduction in force in accounting and engineering also in offing because of cut in FCC funds for new fiscal year beginning July 1.

★ ★ ★

MORALE of FCC staff is at all-time low as result of "reduction in force" started fortnight ago to meet budget. RIF pits one employe against another in personnel office battle of preference "points" and seniority as chain-reaction "bumping" of lower-point man sets in. One Broadcast Bureau executive may become employe of person he formerly supervised. Unsettled state of chairmanship also abetting psychological depression.

the week in brief

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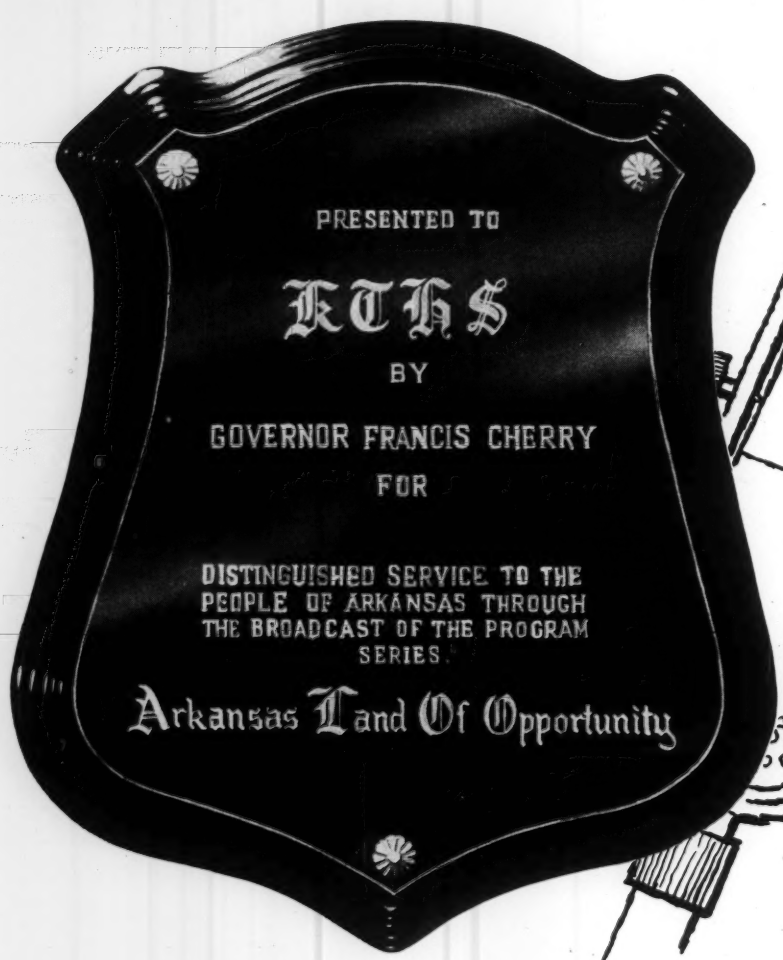
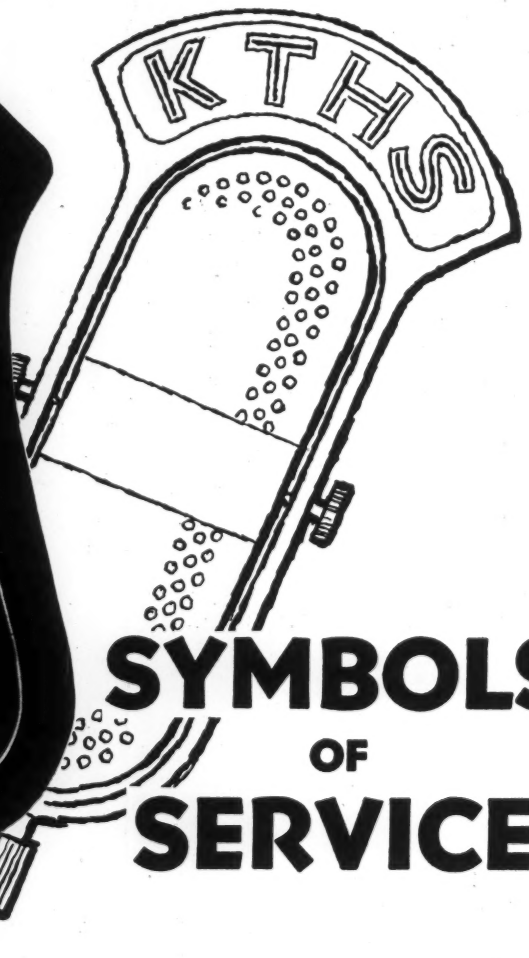




SYMBOLS OF SERVICE

On April 12, 1954, KTHS received an honor never before bestowed on any radio station in Arkansas—

> Governor Francis Cherry presented KTHS with a bronze plaque for "distinguished service to the people of Arkansas through the broadcast of the program series, '*Arkansas — Land of Opportunity*' " — a Friday-night half-hour show, highlighting Arkansas' growing social and economic potential. Because of KTHS's 50-KW regional Clear-Channel coverage of the Central United States, the program puts particular emphasis on the State's appeal to new industry and business of all kinds.

Radio's first duty is *service*. KTHS is proud of the great confidence placed by clients, listeners and the State's government itself, in our capacity to serve.

50,000 Watts . . . CBS Radio
Represented by The Branham Co.
Under Same Management as KWKH, Shreveport
Henry Clay, Executive Vice President
B. G. Robertson, General Manager
KTHS
BROADCASTING FROM
LITTLE ROCK, ARKANSAS

at deadline

Washington Set as Site For NARTB 1955 Convention

NARTB combined directors, winding up three-day session Friday (early stories pages 27, 28 34), voted to hold 1955 spring convention in Washington, with options to be taken for 1956-57 conventions in Chicago.

Board accepted resignation of Robert K. Richards as administrative vice president, effective Oct. 1, and decided to retain him one year as consultant. Mr. Richards will enter station ownership in West Virginia and open a public relations office in Washington. He will handle some of present duties, including such public relations projects as Voice of Democracy contest along with program and speech composition services. The position of administrative vice president was eliminated and new executive assistant to president was authorized.

Charles H. Tower, acting manager of Employe-Employer Relations Dept., was promoted to full manager and will be given an assistant. Third field man and assistant were authorized for Station Relations Dept. under William K. Treynor, manager.

Board authorized $3,500 for district directors to use in bringing station members as speakers to district meetings. Gilmore N. Nunn, WLAP Lexington, Ky., reported on activites of Inter-American Assn. of Broadcasters [B•T, June 7], including anti-censorship activities. He is U. S. delegate to IAAB. IAAB board and President Emilio Azcarraga, Mexico City, were praised for work.

Revised budget submitted by Chairman William D. Pabst, KFRC San Francisco, of Finance Committee was approved. It cuts estimated expenses from $709,881 to $700,951 for fiscal year started April 1, with estimated revenues rising from $739,903 to $759,532.

Board voted to hold next meeting in January at Hollywood Beach Hotel, Hollywood, Fla. It authorized participation in 250th anniversary of birth of Benjamin Franklin in 1956 and approved plan for formation of new Assn. for Professional Broadcasting Education, with universities participating.

Lee Dissents on KLZ Approval

DISSENTING from FCC majority's approval to $3.5 million sale of KLZ-AM-FM-TV Denver to Time Inc. (early story page 56), Comr. Robert E. Lee said Friday in separate opinion that transfers in which tv permit changes hands for large sum even before license is issued "cannot be justified without a hearing."

Referring to original ch. 7 grant after competitive hearing with Denver Television Co., whose bid was denied, Comr. Lee said, "I find it difficult to believe Congress intended we should go through a long, complicated hearing to pick the best applicant and then be forced to sit back and watch that applicant transfer his permit and dissipate the very grounds for our decision." He continued in part:

I have previously gone on record as being greatly concerned at these large transfers which seem to me to circumvent the Commission's elaborate procedures to protect the public interest. . . . There seems to be a trend to place use of the peoples' property in those who have not been scrutinized as clearly as the original grantee. This refers to those cases, of course, where the original grant was in conflict. It is contended that if there is a remedy, it must come from Congress. In view of the provisions of Sec. 310 (b) [requiring FCC consent to transfers] I can agree with this to some extent, particularly in the case of established licensees. However, I feel strongly that this Commission has a solemn obligation to examine this problem with extreme care and if necessary petition the Congress for legislative relief. I wish I had the wisdom to suggest the exact remedy, but I do not have it. I do know that the problem cries for solution.

Before examining this case in more detail, I should like to make it clear that I allege no fraud in so far as the principals of Time-Life-Fortune are concerned. I am confident that the new owners in this instance are competent and able and I am sure they will do an outstanding public service job. I admire too the high standing in the broadcast field of Hugh B. Terry [KLZ president-general manager]. On the other hand, I cannot help but express some sympathy for the losing applicant, Denver Television, who lost a close decision mainly on the question of local ownership and control, only to find a few months later that a New York interest has acquired control at a profit to some of the sellers of some 2,400%. It is clear from the initial and final decision that the overweighing factor was that of local ownership and control.

35MM COLOR ON NBC-TV

NBC-TV reported Friday it became first network to use 35mm color film when it presented *The Story of Leather* on *Mrs. U. S. A.* program (Fri., 3-3:30 p.m. EDT). Barry Wood, executive producer in charge of NBC color, said 35mm film was "superior in picture quality" to conventional 16mm film.

NARTB Polls Public Opinion On Tv Shows, Commercials

SAMPLING of public opinion on way tv programs and commercials are received in home will be undertaken by NARTB Tv Code Review Board as result of action taken at association board meeting last week.

Code board has continuing research fund, authorized earlier in year. It plans to find out what public thinks about tv service and advertising, besides seeking reaction to operation of Tv Code. Research will be in charge of John E. Fetzer, head of Fetzer stations and code board chairman; Edward H. Bronson, director of tv code affairs, and Richard M. Allerton, manager of NARTB Research Dept. Informal interview techniques will be explored.

District Meeting Sites

SITES for six more NARTB district meetings, completing all but three of 17-district autumn schedule, approved by directorate Friday. Meetings open Sept. 9 and end Nov. 10. Sites selected last week include: District 1 (New England), Somerset Hotel, Boston, Sept. 9-10; District 2 (N. Y., N. J.), Lake Placid Inn, N. Y., Sept. 13-14; District 3 (Del., Md., Pa., W. Va.), William Penn Hotel, Pittsburgh, Sept. 16-17; District 15 (Calif., T. H., Guam, Nev.), Clift Hotel, San Francisco, Oct. 21-22; District 12 (Kan., Okla.), Jens Marie Hotel, Ponca City, Okla., Nov. 4-5; District 13 (Texas), Rice Hotel, Houston, Nov. 9-10. (Other sites were published in B•T, June 21.)

• BUSINESS BRIEFLY

FORD SEEKS CHAIN BREAKS • Ford Motor Co., which with RCA will sponsor half of NBC-TV's Monday night "Spectaculars" every fourth Monday, currently is trying to buy, on spot basis, same program's chain break from estimated 100 stations slated to carry show. Chain break on 90-minute show will probably be combined into one instead of two 20-second breaks. Kenyon & Eckhardt, N. Y., is placing spot for Ford.

STARCH CAMPAIGN • Niagara cold water laundry starch, made by Corn Products Refining Co., N. Y., using 10-week spot announcement campaign effective July 1 in approximately 25 markets. C. L. Miller, N. Y., is agency.

SPOT DRIVE • Colgate Palmolive Co., N. Y., for Rapid Shave Cream, planning minute radio and television spot announcement campaign on high-power stations from July 5 through end of year. Ted Bates Inc., N. Y., is agency.

SWITCH IN CANADA • Procter & Gamble (Cheer, Oxydol, Ivory and Ivory Flakes), Cincinnati, through its agencies, Benton & Bowles and Compton Adv., N. Y., understood planning to switch from spot to programming in Canada effective with company's fiscal year, July 1.

'T OR C' ON TV • Eversharp Inc., Chicago, currently sponsoring second-run films of *Fireside Theatre* in 40 markets, understood contemplating sponsorship of its veteran radio show, *Truth or Consequences*, in network television version if clearances can be worked out. Biow Co., N. Y., is agency.

Charges Baseball Broadcast Pact Violates Sherman Act

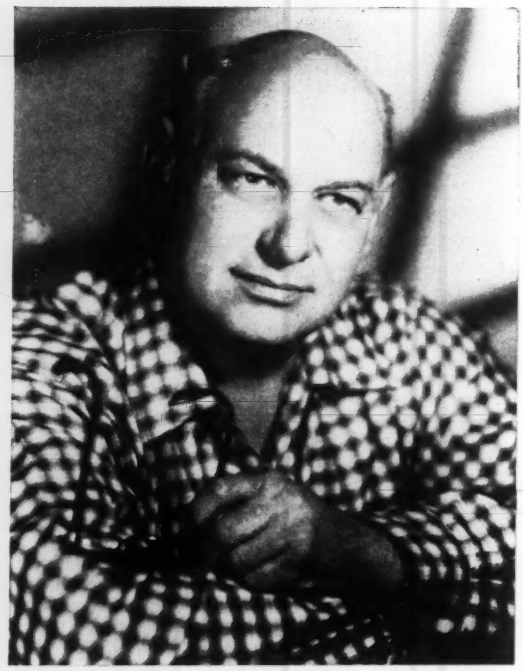
SUIT for $135,000 damages was filed Friday in U. S. District Court for Southern District of New York against WMCA New York, MBS, commissioner of baseball Ford Frick and New York Giants baseball club. Complaint charges that National League radio broadcasting agreement of Dec. 10, 1951, granting clubs exclusive rights to broadcasts and re-broadcast of their home games, constitutes a violation of Sherman Act.

Suit was filed on behalf of Martin Fass, New York newspaperman, by Frederic A. Johnson, New York attorney, and followed New York Supreme Court action sought by New York Giants to restrain Mr. Fass from sending news of baseball games by teletype to various radio stations on West Coast.

Complaint charges that New York Giants entered into contracts for current season with WMCA and Mutual *(Game of the Day)* to broadcast home games in accordance with National League radio broadcasting agreement. This agreement, complaint states, contravenes Sherman Act, which forbids monopolies and agreements in restraint of trade, and further serves to "deprive Mr. Fass of his right to pursue his calling" in violation of Sherman Act and Clayton Act.

WSPD-TV *Farm Hour*

Sells a rural market ranking 4th in TV set saturation*



Jim Nessle

The *FARM HOUR* is an early afternoon program geared directly to the WSPD-TV rural audience. The show consists of national and state news as it affects the farmer; daily market and weather reports in our area; interviews, relative to farming, featuring specialists in agriculture; and relaxing music.

Jim Nessle as emcee is a natural. He lives on a 56 acre farm which gives him first hand experience with the problems of his audience. Through group meetings with county agriculture agents, Jim keeps abreast of information needed by the farm population. This enables him to keep a well planned, custom-tailored show.

As local authority, Jim handles hundreds of letters from listeners, who request information on almost every phase of agriculture.

Lola Smith, veteran organist with WSPD, supplies music at intervals throughout the show giving additional pleasure and personality to the format.

*Telenews Productions Survey, April, 1954

The *Farm Hour* is a top show with top saturation.
It can sell your product in the Toledo
area—a top test market.

SPeeDY STORER STATION

WSPD AM-TV
TOLEDO, OHIO

Represented Nationally by KATZ

Storer Broadcasting Company
TOM HARKER, NAT SALES DIR., 118 E. 57th STREET, NEW YORK

at deadline

KGBS-AM-TV, KTSA-AM-FM Transfers Filed With FCC

APPLICATION for FCC approval of $3.5 million sales of KGBS-AM-TV San Antonio from Storer Broadcasting Co. to Express Publishing Co. *(San Antonio Express)* filed Friday. Simultaneously, application for FCC approval of $175,000 sale of Express-owned KTSA-AM-FM San Antonio to O. R. Mitchell Motors Inc. was also filed [B•T, May 31, April 12].

Sale of San Antonio station is contingent on FCC approval of Storer purchase of Empire Coil Co., which owns WXEL (TV) Cleveland and KPTV (TV) Portland, Ore. [B•T, Jan. 11]. Under multiple ownership rules, no one entity may own more than five tv stations or seven am or fm stations or more than one of each type of station in same market. Storer already owns limit of tv stations (WJBK-TV Detroit, WSPD-TV Toledo, WAGA-TV Atlanta, WBRC-TV Birmingham and KGBS-TV San Antonio).

Agreement between Storer and Express indicated that Express was borrowing $3 million from Society for Savings, Cleveland, Ohio, and giving seven-year, $500,000 note at 6%.

Balance sheet of KGBS stations as of May 31 showed total assets of $1.6 million, current assets of $439,000, current liabilities $291,300, debt to parent company $665,800, and deficit of $213,177. KTSA balance sheet as of April 30 showed total assets of $323,725, current assets of $67,600, current liabilities of $15,600. Stations grossed $397,651 in 1953, made net profit of $43,357 that year.

O. R. Mitchell company showed total assets of $1.9 million, grossed $4.9 million in 1953, made profit of $44,332. Company has Dodge and Plymouth dealerships in Southwest.

Express balance sheet of April 30 showed total assets of $3.7 million, current assets of $1.175 million, current liabilities of $570,000 and surplus of $3 million. It grossed $6 million in 1953, but lost $130,000 net.

Revised Sec. 315 Text

TEXT of proposed rules to implement revised Sec. 315 of Communications Act issued by FCC Friday. Rules would preclude stations from charging higher rates to political campaigners than to regular advertisers. Comments are due July 26 (early story page 56). Proposed amendment to Secs. 3.190(c), 3.290(c) and 3.657(c) of am, fm and tv rules reads:

(c) *Rates and Practices.* (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose business was confined to the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

ARMY-McCARTHY

SOME THREE million families "stayed glued to their tv sets during any given moment" of the Army-McCarthy hearings, Dr. Sydney Roslow, director, The Pulse, said Friday. Pulse interviews during hearings period, he said, indicated that "better than 30% of the nation's 30 million individual tv homes regularly heard the hearings in whole or part . . . once a housewife dialed the hearing, anything else was in the nature of an interruption until conclusion of the session."

WILK-TV Asks Power Boost

WILK-TV Wilkes-Barre, Pa., operating on ch. 34, filed bid for boost in effective radiated power to 789 kw visual and 394.5 kw aural, antenna height above average terrain 1,095 ft.

KISJ (TV) Transfer

KISJ (TV) Pocatello, Idaho, owned by *Idaho State Journal*, proposes to transfer its ch. 6 permit to KWIK-AM-TV there, according to bid filed with FCC Friday. KWIK would drop permit for ch. 10. FCC was told "oral agreement" involving "am equipment and other matters" was involved, but no details were disclosed.

WWPA Petitions

WWPA Williamsport, Pa., petitioned FCC Friday to add ch. 9 at Blossburg, Pa., north of city. No other allocation affected. WWPA said. WRAK-TV is assigned ch. 36 at Williamsport.

WOR Back to 24-Hour Day

WOR New York announced Friday it will return to 24-hour-a-day broadcasting on July 11 following sign-off at 2 a.m. EDT for past four years. Move coincides with programming of all-night, Monday-through-Sunday disc jockey show, *Meet Mr. Midnight*, which will be carried from 1-5:30 a.m. EDT. Program will be sponsored on 52-week basis by E. T. C. Sales Co., N. Y., through Ardley Co., New York.

Panel Sponsors on CBS-TV

AMERICAN Oil Co., Hamm Brewing Co., and Noxzema Chemical Co. to sponsor *It's News to Me*, panel quiz show, as summer replacement for Ed Murrow's *Person to Person* on CBS-TV, Fri., 10:30-11 p.m. EDT, from July 9 to Sept. 3. Agencies are Joseph Katz Co. for American Oil; Sullivan, Stauffer, Colwell & Bayles for Noxzema Chemical, and Campbell-Mithun for Hamm Brewing.

WSYR Appoints Christal

WSYR Syracuse, N. Y., has named Henry I. Christal Co. as national radio representative, E. R. Vadeboncoeur, president-general manager of NBC-affiliated outlet, announced Friday.

UPCOMING

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.
June 28: NBC Radio Affiliates, Plaza Hotel, New York.
July 1-2: North-South Carolina Broadcasters Assns., Ocean Forest Hotel, Myrtle Beach, S. C.

For other Upcomings see page 97.

PEOPLE

JOHN ALLEN, radio-tv manager for Lever Bros., N. Y., resigning this week to form own film company. His replacement not yet announced.

NORMAN GORT, who has taken over duties of Winfield Case, vice president in charge of radio and television for Cunningham & Walsh, N. Y., is expected to be named officer of company shortly.

CALEB H. O'CONNOR, assistant sales manager, appointed sales manager of Wolco products (Glass Spray, Copper Kleen), Hartford, Conn.

JOHN J. HOLLAND, formerly electronic equipment contracting officer for U. S. Army Signal Corps at Fort Monmouth, N. J., joins Stromberg-Carlson Co., Rochester, as head of quality control and inspection for company's radio-television division.

FREDDIE BARTHOLOMEW, director, WPIX (TV) New York, to Benton & Bowles, N. Y., as director of new Tide tv daytime series.

LESTER BLUMENTHAL, business manager of radio-television department of William Weintraub Co., N. Y., was to marry his secretary, Jean Thomson, yesterday (Sun.).

MARY CONLEY, formerly with CBS-TV, to Harry B. Cohen agency, N. Y., as assistant to Bob Wahl, head of radio-tv commercial department, in writing and production.

PATRICIA MORIARTY, recently graduated from U. of Connecticut, named traffic director at WNHC New Haven.

Kirby Sues Universal

EDWARD M. KIRBY, war-time Army chief of radio public relations, sued Universal Pictures Corp. for $2,250,000 Friday in Washington (D. C.) Federal Court. Col. Kirby alleged "The Glenn Miller Story," Universal's hit movie, was taken from his story idea and treatment. Film company, he alleged, paid him $3,000 but promised "full compensation" later for idea and script. Additionally, he was hired as technical advisor on production but never paid, according to suit. He seeks $750,000 damages for company's failure to pay him for idea and treatment and $1,500,000 in connection with technical advice.

Seek Agreement

SCRIPT Supervisors Guild to make one more try this week at reaching contract agreement with Alliance of Television Film Producers. Producers are offering flat $160.13 per week, same as major studios. SSG wants hourly basis, saying its members working in video film average more than 60-hour week guarantee.

CBS-TV Signs KWK-TV

KWK-TV St. Louis (ch. 4) signed as affiliate of CBS-TV. Station is slated to go on air next month with 100 kw ERP. It is owned by KWK Inc. and headed by Robert T. Convey as president and general manager, with V. E. Carmichael as vice president and director of sales.

Avco Statement

AVCO MFG. Co. reported Friday that consolidated net income for six months ended May 31 amounted to $2,827,894 as compared with $3,315,897 in same period of 1953. Net sales for first half of fiscal 1954 were reported at $189,024,624 as against $219,455,797 for corresponding period last year. Directors of Avco declared dividend of 56¼ cents per share on corporation's $2.25 convertible preferred stock, payable Aug. 2, 1954, to stockholders of record July 16.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

TOP
NEWS
AVAILABILITY

8:50
TO
8:55 AM
LOCAL
NEWS

MONDAY
WEDNESDAY
FRIDAY

THIS TOP TIME NOW
AVAILABLE FOR YOUR
SPONSORSHIP . . .

CONTACT THE
KATZ AGENCY
OR
C. TOM GARTEN
STATION MANAGER

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC

WSAZ

TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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PLUS 760,000 MORE

KGUL-TV GIVES GREATER COVERAGE IN THE GREAT GULF COAST MARKET.

*Someone will enter Houston on July 3rd to become the millionth resident. It's with pride that we mark this day, for these million people make up a major part of the 1,760,000 persons living in KGUL-TV's coverage area. The rich Gulf Coast market is not just Houston but the **entire area** . . . best covered . . . most economically by KGUL-TV, the CBS basic affiliate for the Gulf Coast.

So remember the million — Plus!

LOOK AT THE FACTS

Cumulative Totals	Population	Food Sales	Auto Sales	Drug Sales
Greater Houston	1,000,000	282,642,000	263,296,000	35,947,000
KGUL-TV Primary	1,310,200	363,764,000	340,465,000	46,363,000
KGUL-TV Secondary	1,760,100	474,640,000	442,737,000	59,641,000

Source: Sales Management 1954 and Houston Chamber of Commerce

Your Best Television Buy in Texas

KGUL-TV

CBS TELEVISION NETWORK

The Southwestern TV Station with the Most Consistent Growth
Represented Nationally by CBS Television Spot Sales

IN DETROIT...WHERE

It's G-E...

WJBK-TV

G-E 35 KW ... Channel 2 ... Storer Broadcasting Company's television outlet in the highly competitive Detroit area. This CBS and Dumont affiliated station boasts all new facilities. Their G-E 35 KW transmitter and a new G-E antenna are aimed at obtaining *greater* coverage ... *better* coverage than ever before!

Key principals in the WJBK picture are: Paul Frincke, Chief Engineer (right) and Charles Ensley, TV Transmitter Engineer.

WWJ-TV

G-E 35 KW ... Channel 4 ... Detroit's *first* TV station! They have used more than six years of television broadcasting experience to good advantage. WWJ-TV recently completed plans to install a 1000 foot tower and re-locate their transmitter. The basic equipment ... G-E for high power! An outstanding newspaper interest—The Detroit News—controls this NBC interconnected station.

(Right) WWJ-TV's new transmitter building is reproduced from an original drawing.

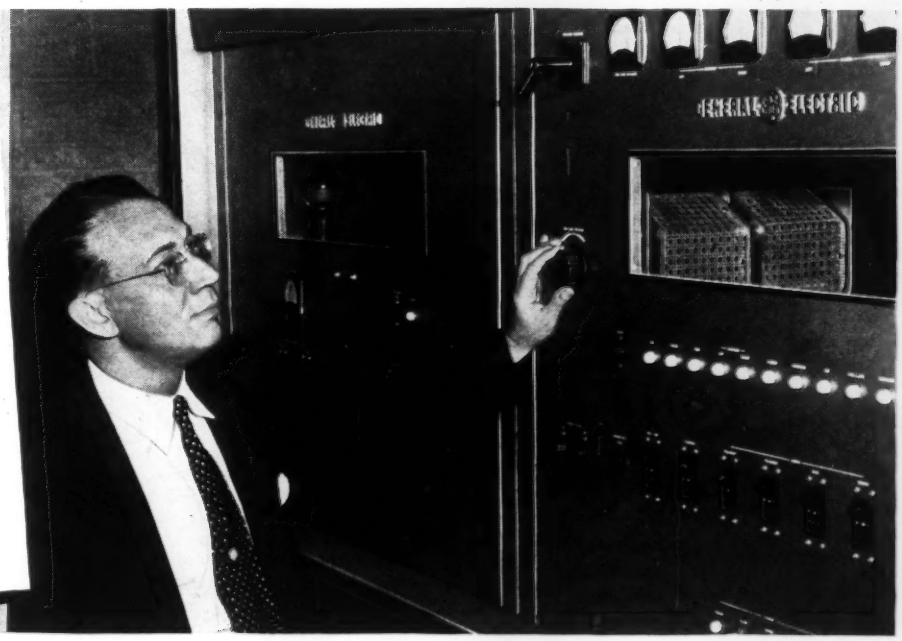
HIGH-POWER COUNTS

...all the way!

WXYZ-TV

G-E 50 KW ... Channel 7 ... American Broadcasting Company's station in Detroit has just completed installation of its high-power G-E antenna. The 200 KW effective radiated power achieved with a G-E 20 KW amplifier will be increased to 316 KW upon installation of a new General Electric 50 KW transmitter later in 1954.

The photo at right representing WXYZ-TV pictures Charles Kocher, Chief Engineer.

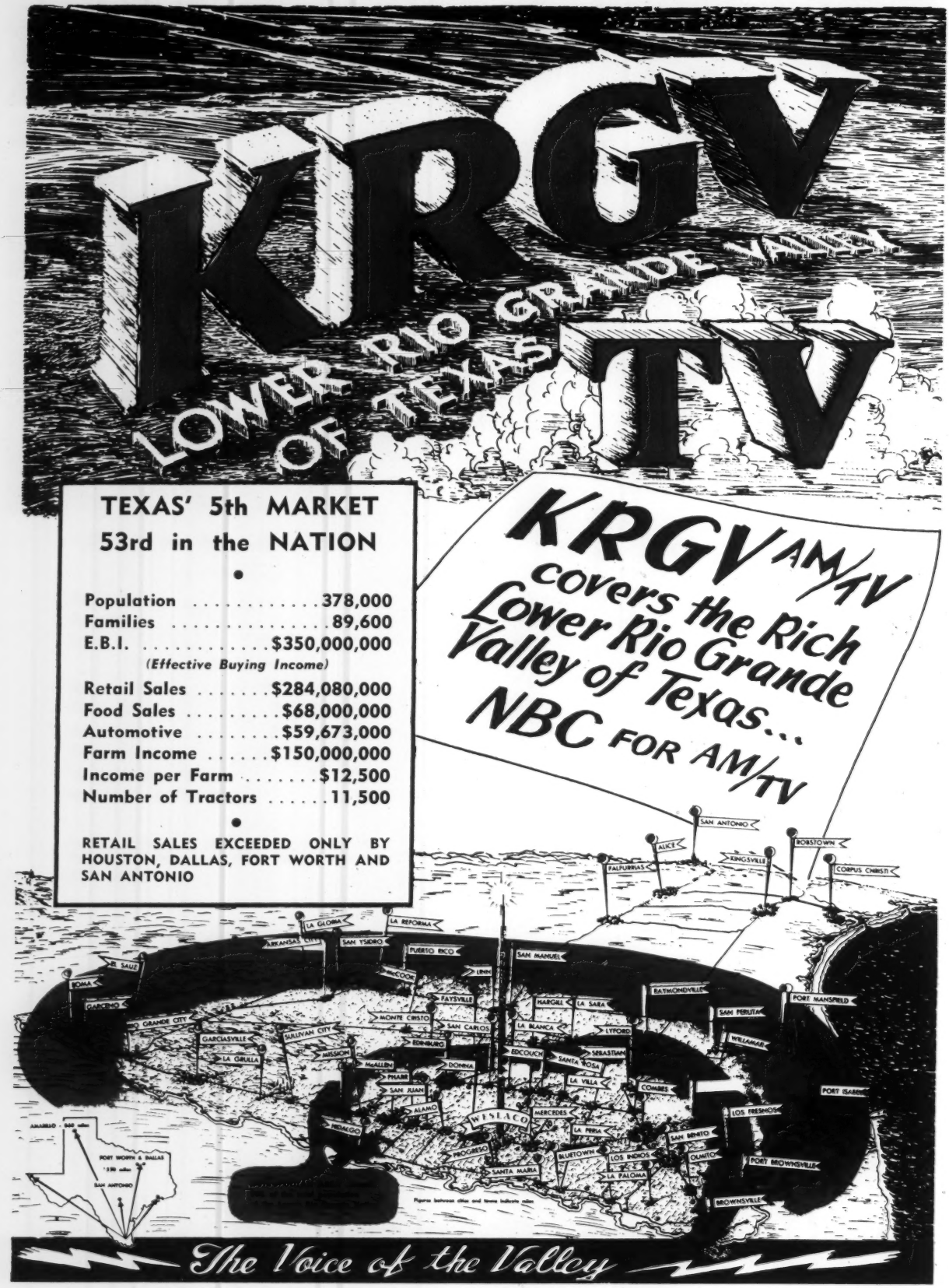


We've shown you the high-power ballot in Los Angeles—4 out of 5 vote for G-E. Now, take a look at Detroit—the nation's fifth largest market area and inherently a *power conscious* community. The vote: 3 out of 3 for G-E high-power! There you have concrete proof of product acceptance ... proof of outstanding equipment performance. Small wonder that General Electric today occupies this position of leadership in the high-power broadcasting field!

Before you make any commitment, measure the success of your TV market objectives by the highly successful experience all G-E high-power stations seem to enjoy. With G-E equipment you'll be off to a good start... aimed in the direction of profitable operation! Call our local G-E broadcast field representative today, or write us for further, complete information: *General Electric Company, Section X264-28, Electronics Park, Syracuse, N. Y.*

Progress Is Our Most Important Product

GENERAL ELECTRIC


KRGV TV
LOWER RIO GRANDE VALLEY OF TEXAS
TEXAS' 5th MARKET
53rd in the NATION
Population 378,000
Families 89,600
E.B.I. $350,000,000
(Effective Buying Income)
Retail Sales $284,080,000
Food Sales $68,000,000
Automotive $59,673,000
Farm Income $150,000,000
Income per Farm $12,500
Number of Tractors 11,500
RETAIL SALES EXCEEDED ONLY BY HOUSTON, DALLAS, FORT WORTH AND SAN ANTONIO
KRGV AM/TV covers the Rich Lower Rio Grande Valley of Texas...
NBC FOR AM/TV
SAN ANTONIO
ALICE
ROBSTOWN
FALFURRIAS
KINGSVILLE
CORPUS CHRISTI
LA GLORIA
LA REFORMA
ARKANSAS PASS
SAN YSIDRO
PUERTO RICO
SAN MANUEL
EL SAUZ
ROMA
LINN
FAYSVILLE
MARGILL
LA SARA
RAYMONDVILLE
PORT MANSFIELD
GARCENO
GRANDE CITY
MONTE CRISTO
SAN CARLOS
LA BLANCA
LYFORD
SAN PERLITA
WILLAMAR
GARCIASVILLE
SULLIVAN CITY
EDINBURG
EDCOUCH
SEBASTIAN
LA GRULLA
MISSION
McALLEN
DONNA
SANTA ROSA
LA VILLA
COMBES
PHARR
SAN JUAN
ALAMO
WESLACO
MERCEDES
LA PERLA
SAN BENITO
LOS FRESNOS
HIDALGO
PROGRESO
SANTA MARIA
BLUETOWN
LOS INDIOS
LA PALOMA
OLMITO
PORT BROWNSVILLE
BROWNSVILLE
AMARILLO
FORT WORTH & DALLAS
SAN ANTONIO
The Voice of the Valley
Complete Coverage of the Lower Rio Grande Valley
KRGV, The Valley's Pioneer Station • KRGV-TV Channel 5 NBC
NBC 5000 WATTS TQN THE VALLEY'S MOST POWERFUL TV STATION
Represented by PAUL H. RAYMER COMPANY

Displaced Person

EDITOR:

As a subscriber and avid reader of your publication and as a former big agency executive, I followed with avid interest the NBC handling of the Firestone cancellation . . .

The thing that was mostly disconcerting was the fact that we had 8:30 Monday nights with Brian Donlevy for a local account on the ABC station in San Francisco, and Donlevy was getting a 22 rating to the weak competition of *The Voice of Firestone*. It was just like stealing . . .

Then on June 7 we got a telephone call from the sales manager of ABC's outlet, KGO-TV, that our show was due to go on at 8:30 for the last time . . .

Harvey Firestone gets to keep his cake and eat it too . . . thereby depriving my client of a rating it took him a year to build up . . .

When are the networks going to get a few scruples?

Robert Sherman, Pres.
Sherman Advertising Co.
San Francisco

A Jones Fan

EDITOR:

. . . Will you please be so kind as to see that we receive a copy of your June 7 issue which carries the first article of your "boxtop king" series? This is the type of material in which we are interested . . .

K. A. Nesbitt
Nesbitt Service Co.
Cleveland

Godfrey Analyzed

EDITOR:

For several years now we've been telling ministers attending our Religious Broadcasting Institutes and Workshops that "you may not like Arthur Godfrey, but you should have his audience! And maybe we can all learn something from his style."

Now you come along with that tops article by Edward H. Weiss in your May 24 issue—"Why Is Arthur Godfrey." This is the first more or less scientific analysis of that intangible something known as the broadcast personality that I've run across. Could I have 500 reprints of this excellent article?

John Groller, Secy. of Broadcasting
Board of National Missions of the Presbyterian Church
New York

[EDITOR'S NOTE: Reprints are on the way.]

Round and Round

EDITOR:

I suppose a lot of radio stations feel the same way about the necessity of switching to 45's the way us citizens did when Uncle Sam pulled the size of the folding money down in size. We had a "conversion" expense of a new wallet, smaller money clip and the feeling we had less money to look over.

At our operation, or KISD in Sioux Falls, S. D. (we disc-jockey over 12 hours a day of discs), we turned to 45's months ago in self defense. We would have had to rent a warehouse to hold the records we had to have to program as heavy as we do.

Imagine the howl that would arise if the situation was reversed and after 45's were the accepted records, the record companies said we're going to a disc twice as big. They'd really have a case, but going to a smaller, easier to store disc, seems a pretty fair improvement . . .

I'm no pal of the record companies per se, but believe if we help them, and they help us, it's a good condition. In this case I believe there are more advantages than there are disadvantages.

Verl Thomson
General Manager
KISD Sioux Falls, S. D.

EDITOR:

Please consider this an open letter to the recording companies contemplating the change to 45 rpm releases as outlined in your June 14 article.

WMPA is heartily in favor of any move which will bring better and faster service to radio stations. We are presently equipped to play 78's, 45's and 33's. You send the records, we'll play 'em and plug 'em!

William Felton
General Manager
WMPA Aberdeen, Miss.

EDITOR:

Tell the boys not to get excited about these new-deal 45 rpm discs. Our local gun club will buy all they can get. We've found they make wonderful clay pigeons.

Rudy Maxwell
WDIX Orangeburg, S. C.

Fairbanks to the Fore

EDITOR:

In your June 14 issue, in an article about Sid Van Keuren of Hal Roach Studios, you state: "It is the only tv studio in the business with its own optical department, according to Mr. Van Keuren."

The Jerry Fairbanks studio in Hollywood which has produced over 500 television films and is continuing to produce tv, commercial and theatrical pictures, not only has its own optical department, but has 35mm and 16mm printers, a specially built color printer, four optical printers, and most important of all, its own DuoPlane Process.

Our studio, too, is operated by the people who built it; in fact, we have been in business 25 years.

Jerry Fairbanks
Jerry Fairbanks Productions of California
Hollywood

Eye-Opener

EDITOR:

We read with considerable interest your excellent article "Religion on Film" in the June 14 issue. We, with our close association with broadcasting and film production, had no idea of the magnitude of religious film activities. . .

H. G. Lewis,
Lewis & Martin Films Inc.
Chicago

Success Story

EDITOR:

Congratulations to BROADCASTING • TELECASTING and author J. Frank Beatty for another outstanding sales weapon in "How Drug Giant Uses Radio" [June 21]. This comprehensive article calls for reprints . . .

Wally Voigt
Station Manager
WAIR Winston-Salem, N. C.

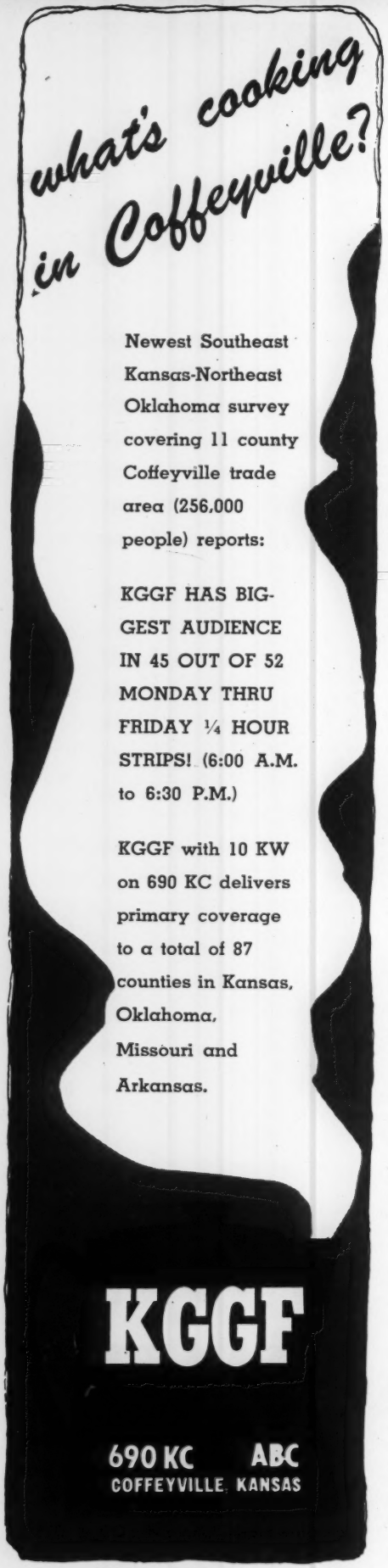
OPEN ALL NITE
with Chuck Phillips
Selling

In Milwaukee thousands of night workers and early risers rely on WEMP, Milwaukee's only all-night station, for music, news and weather.

Chuck is an important part of their lives. They buy what he sells. Dozens of happy national advertisers attest to this. Join them and Chuck and get up to twice the Milwaukee audience per dollar of any network station on WEMP.* Call Headley-Reed!

* Based on latest available Pulse rating and SRDS rates.

WEMP WEMP-FM
MILWAUKEE
HUGH BOICE, JR., Gen. Mgr.
HEADLEY-REED, Natl. Rep.
24 HOURS OF MUSIC, NEWS, SPORTS


what's cooking in Coffeyville?
Newest Southeast Kansas-Northeast Oklahoma survey covering 11 county Coffeyville trade area (256,000 people) reports:
KGGF HAS BIGGEST AUDIENCE IN 45 OUT OF 52 MONDAY THRU FRIDAY ¼ HOUR STRIPS! (6:00 A.M. to 6:30 P.M.)
KGGF with 10 KW on 690 KC delivers primary coverage to a total of 87 counties in Kansas, Oklahoma, Missouri and Arkansas.
KGGF
690 KC ABC
COFFEYVILLE, KANSAS

COMMENT

Network: NBC-TV
Time: Mon., 8:30-9 p.m. EDT
Origination: Washington and New York
Producers: Ann Gillis (New York), Julian Goodman (Washington)
Supervisor of Production: William R. McAndrew
Director: Robert Doyle
Commentators (6/21/54): Hodding Carter, Esther Van Wagoner Tufty, Robert McCormick, Morgan Beatty.
Production Costs: Approximately $7,500 per week

A NEWS SERIES titled *Comment* is being programmed by NBC-TV on Monday night in the 8:30-9 p.m. time period recently vacated by *Voice of Firestone*. The new offering follows along general lines the conventional pattern of presenting news, both national and international, as the network's top commentators view it. It is different in the way it operates within the overall news show framework.

As usual a group of NBC news experts, four in this case, relate their opinions on current issues. But unlike the usual news discussion program where one subject is in the spotlight, there is no interchange of ideas. Each commentator handles a separate, unrelated topic. The program is actually a collection of four individual newscasts. The idea has its good and bad points. It lacks the spirit which news panel shows inspire because of the differences of opinion which develop in the treatment of any controversial issue. From a positive standpoint *Comment* gets more information across on more subjects than it could if the same subjects were presented in a strict panel format.

As is the case with any news telecast, *Comment* will be as interesting a program as the capabilities of the commentators make it. Of particular interest last Monday was the segment on the Geneva Conference handled by Robert McCormick who has just returned from an NBC assignment there. He gave a lucid, realistic appraisal of the Geneva meeting in terms of the U. S. role in the conference.

* * *

THE PAUL DIXON SHOW

Network: DuMont
Time: Mon.-Fri., 3-4 p.m. EDT
Producer: Len Goorian
Director: Al Sternberg
Cast: Paul Dixon, Wanda Lewis, Sis Camp
Production Cost: $400 per ten-minute segment per day

IF *The Paul Dixon Show* on DuMont Television Network every weekday afternoon can lay claim to nothing else, it will surely win the questionable distinction of being the most "flexible" show on the air. Production problems that plague the tv industry and the people who work in it are no awesome hazard to this telecast, its cast or its production staff. Their solution to the headaches that the entertainment business usually generates is a simple one. They worry about the details *after* the show goes on the air, if, indeed, they do any worrying at all.

The philosophy that gives rise to shows of this type is again simple. Paul Dixon and his group would like the audience to believe their production is one which illustrates tv programming at its informal best. Their's, they keep mentioning, is a gay little show. It's charm rests on the fact that it just has no format at all. What *The Paul Dixon Show* actually does illustrate is sloppy entertainment, the kind that keeps getting by on a shred of an idea and more than its share of good luck.

Mr. Dixon is a disc jockey who also fancies himself a comedian. His show on tv is a radio disc show which, lamentably enough, can now be seen as well as heard. When the visual element confronted Mr. Dixon with its demand to do as well as say, the obvious answer was to enact the lyrics of the songs while they were being played.

In the d.j. world there is nothing too novel about this approach to tv. Many disc jockeys adopted the same plan that Mr. Dixon uses. This particular talent of mouthing a song in unison with the artist singing it has come to be called pantomime in the tv industry. A true pantomimist would have every right to be offended. There is very little art involved in Mr. Dixon's brand of pantomime. What it takes is practice, not talent. In this respect, Mr. Dixon does all right. His lip synchronization seems well rehearsed.

Platter portions are the only standard bill of fare on the program. Other than that, anything goes. The producer wanders by the camera complaining because the show has no sponsor; two young ladies who assist Mr. Dixon in the pantomime department engage in idle chatter; an account executive strolls in to mention that he got a ticket for jay walking; the studio manager is called upon to reminisce on a childhood sweetheart in Kansas City. There is constant conversation between Mr. Dixon and the man in the control booth as to when they will have a station break. This break business can be very irritating, as it was last Tuesday when there were more breaks, it seemed, than music, talk and asides all combined.

The show originates at WCPO-TV Cincinnati. Perhaps Mr. Dixon has cast a spell over local viewers, but his acceptability as network entertainment is questionable.

* * *

BOOKS

PRONUNCIATION GUIDE TO NAMES, Titles and Terminology in Classical Music. By L. D. Barnhart, 1711 Hinman Ave., Evanston, Ill. $4.

PROF. BARNHART of Northwestern U's School of Speech has issued a 12-in. LP microgroove record, pressed by Columbia Records Inc., covering the subect matter enumerated in the title for the use of budding and experienced announcers who are unfamiliar with musical terms and names. It is designed to be used with Prof. Barnhart's text, "Radio and Television Announcing" (Prentice-Hall, New York, 1953), which includes all of the musical terms and names enunciated on the record. The advantage of hearing the pronunciations, above just reading them even with diacritical markings, is obvious. Accompanying the record is a word list. Each word is pronounced twice, once in natural rhythm and then broken down into syllables.

* * *

VOTERS GUIDE. A Cross-Country Political Survey of '54 Elections. By Joseph F. McCaffrey. Published by McIver Art & Publications Inc., Washington, D. C. Publication date is Oct. 1. $1.

DESCRIBED by the author, Joseph F. McCaffrey, former CBS and more recently MBS newsman in Washington, as primarily a "professional handbook," *Voters Guide* also will be distributed to the public on 1,700 news stands serviced by Curtiss Distributing in the Washington, D. C., area.

Copies of the handbook can be ordered by radio and tv news departments. The statistics contained in the handbook are designed to aid the newsman and also the non-professional at home on election night.

WSPA

AM-FM-TV*

are pleased to announce the appointment of

GEORGE P. HOLLINGBERY CO.

as National Representatives

EFFECTIVE JULY 1, 1954

For complete details and figures pertinent
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(Spartanburg-Greenville) area,
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WSPA

WSPA 950 KC 5,000 Watts
WSPA-FM 98.9 MC 5,000 Watts Radiated

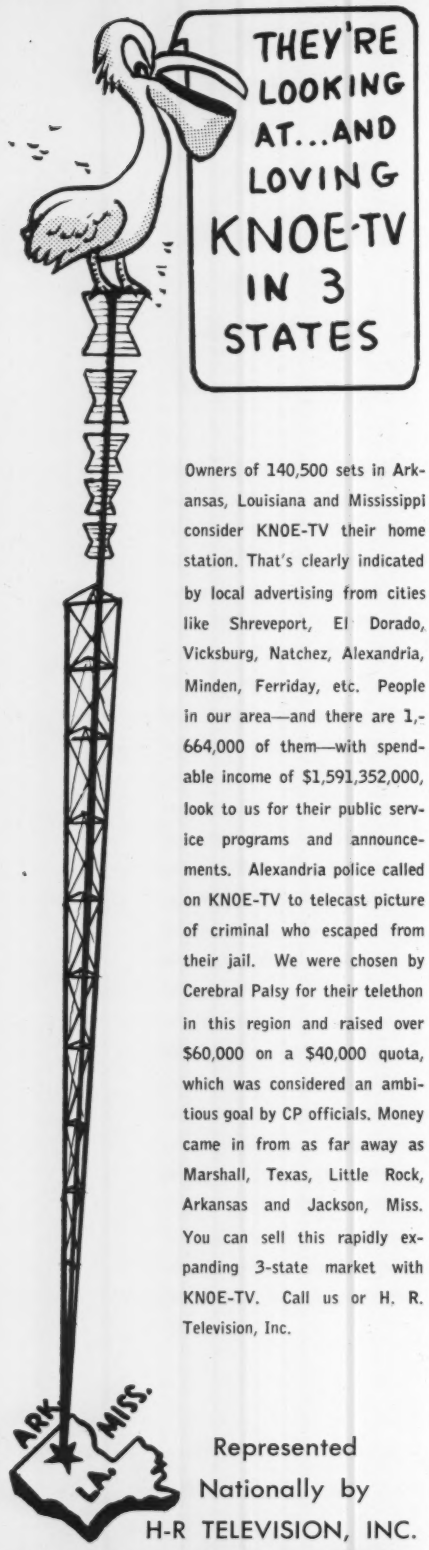
(South Carolina's First AM & FM Stations)

WSPA-TV* Channel 7

Owned and operated by
Spartan Radiocasting Company
Spartanburg, S.C.

Walter J. Brown, President
Roger A. Shaffer, Manager

Construction Permit 200,000 Watts,
Studios: 224 E. Main Street, Spartanburg, S. C.



Owners of 140,500 sets in Arkansas, Louisiana and Mississippi consider KNOE-TV their home station. That's clearly indicated by local advertising from cities like Shreveport, El Dorado, Vicksburg, Natchez, Alexandria, Minden, Ferriday, etc. People in our area—and there are 1,664,000 of them—with spendable income of $1,591,352,000, look to us for their public service programs and announcements. Alexandria police called on KNOE-TV to telecast picture of criminal who escaped from their jail. We were chosen by Cerebral Palsy for their telethon in this region and raised over $60,000 on a $40,000 quota, which was considered an ambitious goal by CP officials. Money came in from as far away as Marshall, Texas, Little Rock, Arkansas and Jackson, Miss. You can sell this rapidly expanding 3-state market with KNOE-TV. Call us or H. R. Television, Inc.

Represented Nationally by H-R TELEVISION, INC.

KNOE-TV

Channel 8—Monroe, La.

CBS — NBC — ABC — DUMONT

Paul H. Goldman, V.P. & Gen'l Mgr.

A JAMES A. NOE STATION

our respects

to HERBERT EDWARD TAYLOR

A TOUCH of pneumonia turned the talents of Herbert Edward Taylor into television.

Mr. Taylor, who this year was promoted to management of Allen B. DuMont Labs' Communication Products Division, was convalescing from a bout with that illness in 1942 when a friend installed a tv receiver at his bedside.

A salesman, Mr. Taylor himself was sold after watching some early experimental programs over DuMont's station W2XWV, which later became WABD (TV) New York, key station of the DuMont Tv Network. Upon recovery he forthwith asked DuMont for a job—and got it.

Some early radio experience helped. That was primarily with the American Federation of Churches and in the New York area. The latter was with a Brooklyn station—he forgets which—and a program on what now is WABC New York. These programs worked with a group Glee Club while he did some solo work plus a stint as an early morning man.

Mr. Taylor went to Richmond Hill High School in Long Island and picked up business experience as an auditor for Chase National Bank from 1933-38, during which time he took American Institute of Banking courses. He acquired sales and merchandising experience with The Borden Co. from 1938-42, joining DuMont in September in a sales capacity.

From 1942-43, Mr. Taylor managed the War Service Department of the DuMont organization, which then was deep in war work, handling liaison between DuMont and the government and between his employers and other companies in related war production. A further promotion made him assistant sales director of the cyclograph unit, where he served from 1943-44.

With the end of the war in view, Bert Taylor was assigned by DuMont to make a thorough study of the potentials of commercial television, then looming as one of the bright sides of postwar America. His ensuing research into programming and into the commercial manufacture of transmitters, receivers, cameras and associated equipment took him all over the nation.

The study won Mr. Taylor early recognition as an expert in the economics of television and a further promotion early in 1945 when he was named sales director for broadcast equipment. In 1948, with DuMont manufacturing commercial tv transmitters on a large scale, he was appointed manager of DuMont's Tv Transmitter Division, where he remained until appointment to his present position this year.

Mr. Taylor is credited with selling transmitting equipment for the country's first postwar tv station, WWJ-TV Detroit, and with guiding the Tv Transmitter Division to its position as a national leader in production and development of tv transmitting equipment.

Recently, a group of visitors on a tour of the Allen B. DuMont Labs tv transmitter plant in Clifton, N. J., asked the question, "Why does everyone in the television industry seem so young?" As the group inspected long lines of tv cameras in various stages of assembly, Mr. Taylor, who was their guide, told them:

"Most people in television are relatively young . . . are just entering the period of maximum accomplishment. As a result every branch of this dynamic new industry should continue its rapid growth in both product development and in quality production."

At 37, Bert Taylor follows this industry pattern. At DuMont he is in charge of building and selling DuMont's complete line of tv transmitters and associated equipment used by tv stations in this and foreign countries, for commercial educational and industrial use. Recently the division added mobile communications equipment to its line.

Mr. Taylor envisages a role for tv even greater than its enormous growth since World War II. Although not disparaging tv's present position as a purveyor of entertainment, news and public service information, he believes its future in industry, science and education may surpass its present uses.

"Television," he said, "has provided mankind with a third eye which can go into places and do tasks which man can never do unaided. The tv camera already is used in banks and factories; it has explored volcanoes and mine shafts; it tends blast furnaces and reports surgical operations. It provides or supplements classroom instruction over wide areas, helps raise sunken ships, regulates traffic in railroad yards, and aids planes at take-offs and landings.

"The list of television's uses is growing. Its practical possibilities are innumerable." He believes "the day is not too far off when tv cameras, in advance of men, will ride into outer space in the noses of rockets to gather information and beam it back to scientists in laboratories on earth."

Right now, Mr. Taylor is concentrating a substantial amount of his company's energies on building high-power uhf transmitters, believing this will put uhf on a truly competitive basis with vhf. Mr. Taylor also is one of those who believe there soon will be two tv sets in most homes.

A native of Brooklyn, Mr. Taylor is married to the former Ruth Bais, once a DuMont plant nurse. They live in Montclair, N. J., with their three sons, Bart, 8, Lance, 4, and Robin, five months. Mr. Taylor's hobbies are Boy Scout work, PTA activities and music. He sings baritone in social quartets and in church choirs.

WERE

VITAL

IN

NORTHEASTERN

OHIO

WINNER

1954

NATIONAL

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AWARD!

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MUSIC - NEWS - SPORTS

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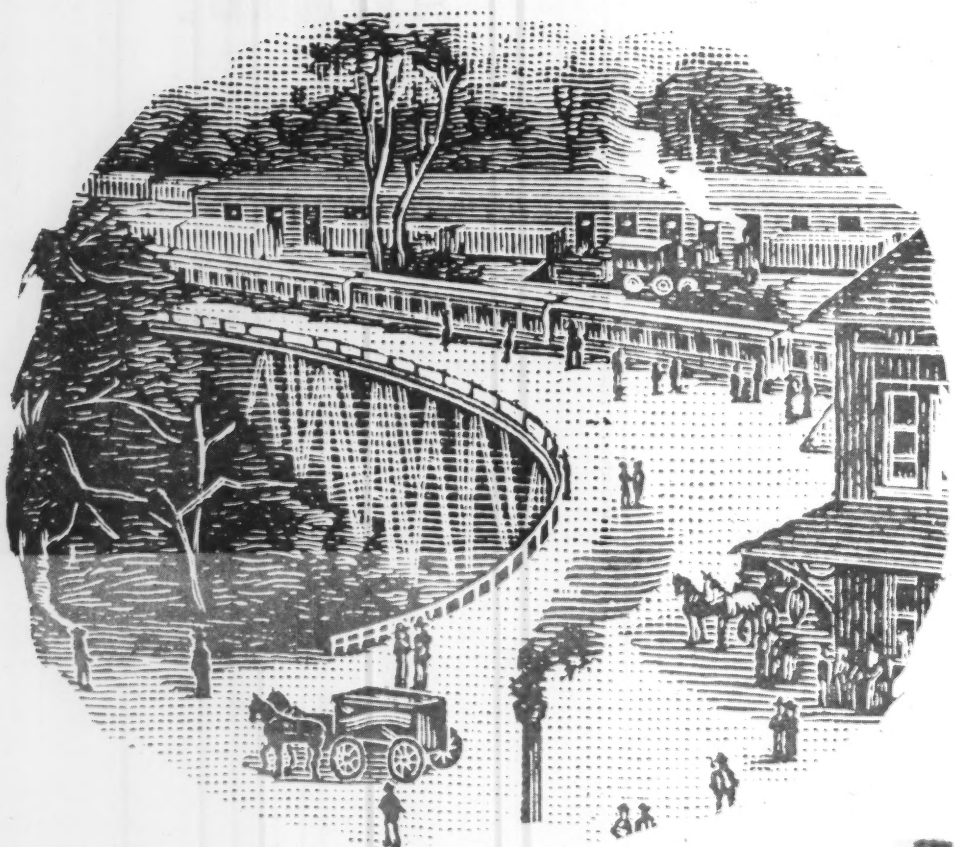
WERE

5000 WATTS • 1300 KC

CLEVELAND, OHIO

HOUSTON



metropolitan giant of the south reaches...

1 MILLION Population!

Fabulous Houston has grown from the frontier town of yesteryear to the mightiest giant of the South! On July 3rd, metropolitan Houston population will reach the million mark. One million people, representing well over $1,195,425,000 in retail sales* with an effective buying income of over $6,298 per family.* One million, working, buying, energetic people who represent the largest metropolitan market of the South.

* *Sales Management*
Survey of Buying Power
May 10, 1954

KCOH
1430
George W. Clark, Inc.

KNUZ
1230
Forjoe & Company, Inc.

KPRC
950
Edward Petry & Company, Inc.

KTHT
790
H-R Representatives, Inc.

KTRH
740
John Blair & Company

KXYZ
1320
Free & Peters, Inc.

KYOK
1590
John E. Pearson Company

"Dig this CRAZY sign!"

"Man, it's the most to say the least."

"Confusing, you mean?"

"No—simple."

"Like what—?"

"Like it's exactly 24 miles from the KATV transmitter to LITTLE ROCK."

"So—"

"So it's the same 24 miles from the BATTERY to the BRONX."

"That's not so far—"

"That's what I mean—KATV serves ALL of the Heart of Arkansas, including LITTLE ROCK.—Man—they have studios and offices there, PLUS the same in PINE BLUFF. Avery-Knodel knows all about it."

"Dig this crazy 172,600-watt station—"

CBS

KATV
CHANNEL 7

ABC

JOHN FUGATE, MGR.
620 BEECH
LITTLE ROCK, ARK.

AVERY-KNODEL, INC.
NATIONAL REP.

IN PUBLIC INTEREST

Mock Raid Simulcast

MOCK ATTACK and evacuation was simulcast by KHQ-AM-TV Spokane, Wash., as that city staged "Operation Walkout," a civil defense test. Full scale evacuation of the city of 180,000 included downtown stores and buildings, schools and homes. Automobiles streamed toward evacuation points in the city and doctors and nurses were sent to schools and briefed on plans and procedures of an actual emergency. KHQ cameras telecast the progress of enemy bombers as they dropped leaflet "bombs' on the city and of a jet interceptor squadron that flew to meet them. Civil defense units directed the operation. A film of the test is being prepared for distribution to other Civil Defense organizations throughout the nation.

Double the Average

PUBLIC SERVICE programming scheduled weekly by KTTV (TV) Hollywood is almost double the national average, the station claims. A recent NARTB survey shows the national public service non-network average is 9 hours and 47 minutes weekly, while KTTV says it devotes an average 18 hours and 25 minutes weekly, including such programs as *The Open Road, Churches of the Golden West, Before Your Eyes* and *Paul Coates' Confidential File.*

WWOR-TV, WORC Aid Palsy Fund

CEREBRAL Palsy telethon—claimed to be the first in Massachusetts—was simulcast by WWOR-TV and WORC Worcester. The 18-hour show, *On Stage for Cerebral Palsy,* was opened with a filmed salute by President Eisenhower and greeting from Gov. Christian Herter. Radio-tv star John Reed King emceed the entire show and more than 700 volunteers served as telephone operators, clerical workers, dispatchers, runners, drivers and accountants.

WFIL Aids Motorists

WFIL Philadelphia has a new series, *Highway Headlines,* designed to aid weekend motorists with reports on highway conditions throughout the Philadelphia, New Jersey and Deleware area. WFIL announcers maintain contact with Deleware Valley highway and bridge officials and Philadelphia traffic officers to bring motorists summaries of travel conditions, suggesting the least-used courses to take.

WAVE-AM-TV Arthritis Aid

WAVE-AM-TV Louisville, Ky., presented a four-hour program, *Hope for Arthritis,* starring Bob Hope, and raised more than $20,000 for the Kentucky Chapter of Arthritis and Rheumatism Foundation. Mr. Hope paid his expenses to Louisville and donated his time. Among other celebrities appearing were George Jessel, Bob Considine, John Daly, Kentucky Gov. Lawrence Wetherby, and former Vice President and Mrs. Alben Barkley.

WPTS Aids in Disaster

FAMILIES of persons on board the disaster-stricken *U. S. S. Bennington* who reside in Luzerne and Lackawanna counties were kept posted by WPTS Scranton, Pa., on developments of the accident. The station, receiving 95 calls requesting news about the ship, aired interviews and conversations with relatives of the sailors. In addition, WPTS relayed the names of persons on the ship living in the area to the Scranton *Tribune* and *Times* so they could have pictures and information ready for press when the casualty list was released the following morning.

RCA Type BQ-1A Fine-Groove Transcription Turntable. There is ample room for a booster amplifier—and plenty of shelf space for program records.

The ONLY professional turntable *tailored* specifically for "fine groove" 33⅓ or 45

- **New, smaller size** . . . only 28" high, 20" wide, 16½" deep
- **Faster starts.** Full speed in less than ¼ turn
- **Easier cuing** . . . through faster starts and disengaging of driver idlers
- **Goodbye operating errors.** Center hole diameter changes automatically with speed changes
- **No record slippage.** The center of the platter is recessed to handle the inside shoulder of 45's. Easy to handle
- **Wow and flutter** as low as RCA 70 series turntables

SMALLER than any Professional Broadcast turntable . . . yet capable of delivering the same high-quality output as RCA's famous 70 series . . . Type BQ-1A is your answer for a simple-design turntable matched and styled to meet the trend in transcription requirements. It enables you to take full advantage of the vast library of 45's and 33⅓'s now available. It takes up less space in your control room. It enables you to take advantage of the important space-saving features offered by "fine-groove." AND NOTE THIS FACT: *The price is right!*

Type BQ-1A is ready for immediate delivery, complete—or mechanism only. For details, call your RCA Broadcast Sales Representative.

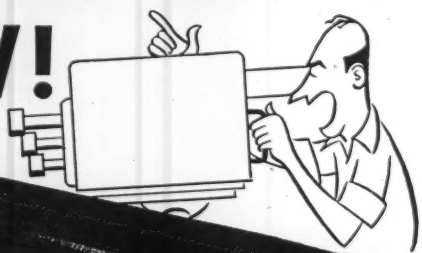
RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N. J.**

FIRST IN RADIO!

NOW FIRST IN TV!



in Wichita Falls Texas!

CBS AND DuMONT TELEVISION NETWORKS

Wichita Falls Television, Inc.

EDWARD G. BALL

on all accounts

A MANIA for perfection and a penchant for adaptability which his colleagues describe as "absolutely frightening" are two of the many attributes claimed for Edward G. Ball, vice president of Mathisson & Assoc., Milwaukee.

Still in his 30s, Mr. Ball already is an advertising veteran whose versatility apparently knows no limits. He handles all types of copy and production, including tv film commercials, and also directs art, negotiates contracts and contacts accounts on which he works.

But by far his most notable (and recent) achievement was the creation and implementation of the Miller High Life-Milwaukee Braves baseball radio network of nearly 50 stations. It was Mr. Ball who evolved the technical and promotion procedures and wrote the commercials.

Edward Gregory Ball was born in Milwaukee on Oct. 20, 1916, and attended Milwaukee High School. His first job was in the shipping department of Cramer-Krasselt Co., Milwaukee. He later became assistant to the agency's production department.

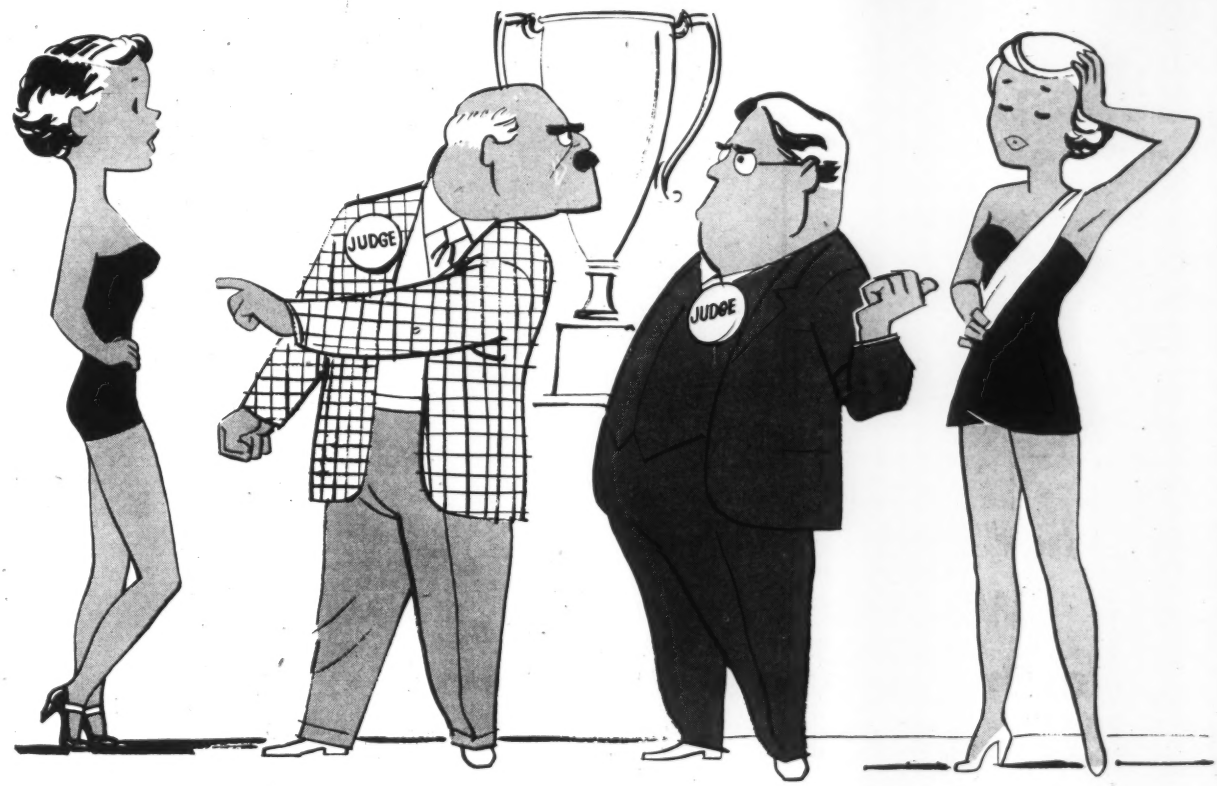
Mr. Ball moved to H. B. Law Inc., Chicago, early in 1938, handling production work and writing copy. In mid-year he shifted to W. W. Garrison Co. there as production manager. He returned to Milwaukee in August 1940 as production manager and copywriter for H. C. Mulberger Inc.

In 1942 Mr. Ball joined the 82d Airborne Div. of the 325th Glider Infantry. When word leaked out that he was an advertising man, Private Ball was moved over to public relations where he worked himself up to the rank of technical sergeant.

After four years of Army life, Mr. Ball rejoined Mulberger as a copywriter, account executive and space-time buyer. The company was reorganized as Mathisson & Assoc. in November 1946, and he was named secretary while continuing his other duties.

While he specializes on the Miller Brewing Co. account (he currently is working out details for Miller's sponsorship of the All Star-professional football classic on network radio and tv), Mr. Ball also serves as account executive for such clients as Lauson Co., Milwaukee Valve and others. (Example of his versatility: he also does copy for Miller's high-fashion ad series in *Vogue, Bazaar,* others.)

Mr. Ball met his wife, the former Billie M. Peppers, while in service. They have two children, Linda Lee, 5, and Edward George, 3. His hobbies include golf (he shoots a better-than-average game) and gin rummy.



It's No Draw...in Omaha

There's no argument about who leads in daytime TV popularity in the Omaha area . . . it's KMTV *again and again.*

Both the latest Pulse and Hooper show that KMTV carries 11 of the top 15 daytime programs* (7 A.M. to 6 P.M.). According to Pulse, KMTV leads in 64% of the 297 daytime quarter hours (Sunday through Saturday). And Hooper shows that KMTV's average daytime rating is 10.0—30% higher than Omaha's second station.

All this is a *BIG PLUS* you receive when you buy daytime KMTV in this 240,000 set market with over 2 billion dollars to spend.

KMTV leads in night-time ratings, too. All surveys show that KMTV carries 11 of the top 15 weekly shows . . . 7 of the top 10 multi-weekly shows as well as the most popular locally produced shows.

For both daytime and night-time television . . . buy the top-rated station in the Omaha area. Contact KMTV or Petry today.

* Pulse—May 15-21, 1954
Hooper—April 13-19, 1954

SMART ADVERTISERS ALL AGREE: IN OMAHA, THE PLACE TO BE IS CHANNEL 3

TELEVISION CENTER
KMTV
CHANNEL 3
MAY BROADCASTING CO.

CBS-TV
ABC-TV
DUMONT
OMAHA
Represented by
Edward Petry & Co., Inc.

Another Reason Why WPTF is North Carolina's Number One Salesman

Gracious Lady . . . . . Harriet Pressly

Wife of a college president, North Carolina's 1948 "Mother of the Year," equally at ease addressing a literary tea or home demonstration club. That's Harriet Pressly whose program each weekday afternoon tops all others, says Pulse. Alert participating advertisers reach a large audience on a program of exceptional acceptance. Contact WPTF or Free & Peters now. Get the full story on Harriet Pressly who adds the gracious touch to the team that makes WPTF the Number One Salesman in the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

June 28, 1954 Vol. 46, No. 26

RIVAL NARTB, TVAB POISED FOR TV PROMOTION CONTEST

Both organizations are ready to jump off in their plans to promote tv sales, NARTB advancing its long-studied tv promotion plan to the action stage, along with a national tv set census, and TvAB preparing to consider its maiden campaign at a meeting Tuesday.

SALES promotion in the television industry faced a possible fight to the finish at the weekend as two competing projects prepared to start operating.

NARTB gave its approval to an all-television promotion venture, teamed with a nationwide census of tv sets by counties and a continuing picture of station circulation.

Television Advertising Bureau (TvAB) prepared for a Tuesday meeting in New York at which its executive committee will consider a sales promotion campaign that assumed operating form at the May industry convention in Chicago.

At the weekend, promotion of television as a medium was assuming a highly competitive look, but the competition was inside tv rather than against other media.

NARTB said, after approving a plan that has been in the works for some time, that it isn't fighting anybody. Without mentioning TvAB, the association said it is merely going ahead with the plan first conceived in December 1952.

TvAB appeared unperturbed as it approached its Tuesday meeting, and apparently was welcoming the intra-industry competition.

Plans Come Off Drafting Board

The NARTB Tv Board announced it was taking its sales promotion plans off the drafting board. It announced, too, that it is going to work immediately on the tv circulation census, with field trials of methods to be completed inside two months.

Of major interest to the advertising industry was the signing of a contract between NARTB and Alfred Politz Inc. to get the methodology tests under way. The action was taken during the three-day series of NARTB Radio, Tv and Joint Board meetings in Washington.

Three main developments appeared possible as the NARTB and TvAB projects started campaigns with a common goal—stimulation of tv time sales.

First, the two groups could engage in a bloody knock-down, drag-out battle, with the most powerful emerging as the lone tv sales promotion unit.

Second, the two could grope for their respective spots in the tv sphere and live competitively, possibly in harmony.

Third, the two might spar around a few months and wind up with some kind of a merger agreement.

NARTB took a close look last week at the separate TvAB promotion project, with its claimed membership of 126 stations (networks can belong only through owned stations). The association noted that TvAB was founded with the encouragement of station representatives. It heard rumors that some TvAB members are enrolled on a conditional basis. Finally, the NARTB Tv Board decided that a "truly all-industry" sales promotion job should be done to promote television sales.

Prior to the Chicago industry convention some of the NARTB tv spokesmen had tried to work out an agreement with TvAB but nothing came out of the merger gestures. TvAB set up a preliminary operation in April, held a membership rally at the Chicago convention, and now awaits action Tuesday at a New York meeting of its Executive Committee.

Many of the NARTB tv directors indicated privately they felt that TvAB's restriction on network membership will make it less effective than an all-industry unit, and might even prove a boon to media competing against television.

In figuratively shrugging its shoulders upon hearing of NARTB's obvious intent to go right ahead with the 1952 proposal, TvAB took the stand that it is a cooperative undertaking set up by stations themselves to do an aggressive job of selling national and local tv time for stations and promised to start its nationwide sales promotion work by mid-July. Its membership includes dozens of NARTB member stations.

NARTB will admit all segments of the tv industry to its project. The pattern will resemble that of Broadcast Advertising Bureau, which was set up within the association on an all-industry basis and then put out on its own to function as a separate corporation.

Annual cost of the NARTB circulation plan will run "several hundred thousands of dollars," according to association estimates, possibly adding up to a million-dollar bracket by the end of the first two years.

The sales promotion corporation will support its station and set circulation data with sales promotion materials and techniques designed to combat competitive promotions by other media.

Richard A. Moore, KTTV (TV) Los Angeles, temporary TvAB chairman, told B•T that "everybody in television will congratulate the NARTB Tv Board on the circulation study, which the advertising fraternity will welcome. We see no overlap in the activities of TvAB and NARTB. TvAB was set up by stations, each with its own research and promotion departments. The 105 stations that affirmed our program at Chicago agreed that collectively the stations can enhance their sales efforts by collective action.

"For six years we have been selling tv against rival media with their collective sales promotion organizations. TvAB represents the desire of stations to move ahead on a level with other media. NARTB's circulation and sales promotion can help the industry generally. TvAB can help stations in their local and national selling.

"The NARTB circulation study is of tremendous importance and the overall promotion effort will be helpful. TvAB provides a central organization to give added power to what has been individual effort in national spot and local selling."

MR. ARNOUX MR. McCOLLOUGH MR. BROWN

THESE THREE head NARTB's Tv administrative unit, which has put in motion the machinery for that association's own promotional work.

Asked if there is any indication of another move to bring TvAB and NARTB together, Mr. Moore said he had no knowledge of the sort and said it is concerned now with getting its board organized and its work under way. He suggested any apparent conflict between the groups might disappear by autumn "as television goes about the business of selling time." He added: "Other media are getting money that should go into television."

Richard P. Doherty, consultant to TvAB, told B•T that TvAB "was founded on the principle that stations need effective and cooperative sales promotion activity that will bring in actual sales." He said TvAB's concept "is not altered by the NARTB Tv Board's action."

The TvAB Executive Committee will meet Tuesday in New York "to finalize plans that will be put it into operation by mid-July," he

said, with temporary offices continuing in the New Weston Hotel.

NARTB now embarks on a two-way undertaking—a corporation to conduct an industry-wide tv circulation measurement service as a means of showing advertisers and agencies exactly how much audience they can get for their television dollars, and the separate sales promotion unit that will have the benefit of the circulation data.

The NARTB Tv Board approved plans for the first field work on the circulation project. It alloted $34,000 to get the work started this summer, carrying out a program developed after two years of planning by research leaders and the NARTB Research Dept., of which Richard M. Allerton is manager.

By mid-summer the pre-testing of methods to be used in developing tv circulation will be underway following board approval of selection of Alfred Politz Inc. as research firm to field test circulation methods.

After various formulas have been tried, NARTB then will prepare to conduct a pilot study in one or more areas. Next step will be formation of the separate corporation outside the association. This independent corporation will be capitalized to turn out continuing data showing the size and extent of tv audiences in the nation's counties.

Clair R. McCollough, elected Wednesday to serve as chairman of the NARTB Tv Board, issued this statement:

"The Tv Board first discussed the need for a national sales promotion organization for television—similar to the BAB in radio and the Bureau of Advertising in the newspaper field—about two years ago. Since that time, the board has acted upon numerous progress reports on the feasibility of the organization during its regular meetings—reports resulting from NARTB staff inquiries requested by the board.

"Obviously the primary responsibility of television broadcasters to advertisers and their agencies relates to the circulation of the medium. We should know what we have to sell before we set about selling it. And when we are ready to sell it, we should do so on a truly all-industry basis.'

He referred to action taken by the Tv Board last Jan. 21, when the following resolution was adopted by the group: "Resolved that a committee will be appointed to develop a plan for television sales promotion on an industry-wide basis."

"We're going to continue our activity on this project as a full board", he said, "since the board members are fully conversant with the vital companion activity of measuring television circulation. We will issue, shortly, our recommendations for the structure of such an all-industry group. This procedure, in other words, is similar to that which was adopted in establishing BAB for radio: A successful, going organization which represents all elements of radio, and sells and promotes in behalf of all elements. The board anticipates that these organizations, in research and sales promotion, would be independent corporate entities, separate from the NARTB."

McCOLLOUGH, CLAY HEAD NARTB BOARDS

NARTB set up administrative machinery last week to provide parallel direction of the association's radio (am, fm) and television affairs.

On the tv side Clair R. McCollough, vhf and uhf operator (WGAL-TV Lancaster, Pa.; WDEL-TV Wilmington, Del., and WLEV-TV Bethlehem-Allentown, Pa.), was elected chairman of the Television Board. He formerly was vice chairman and succeeds Robert D. Swezey, WDSU-TV New Orleans, as chairman. Campbell Arnoux, WTAR-TV Norfolk, was elected vice chairman. Thad Brown is NARTB's television vice president.

Henry B. Clay, general manager of KWKH Shreveport, La., was elected chairman of the Radio Board at the Thursday meeting. E. K. Hartenbower, KCMO Kansas City, was elected vice chairman. John F. Meagher, who resigned as District 11 director, had assumed the radio vice presidency of the association a week earlier. This is a new post, as are the elected radio chairman and vice chairman.

Harold E. Fellows, NARTB president, serves as chairman of the combined boards, having been elected to this post last winter. Procedures to govern the two boards (radio and tv) were adopted by the groups during their three-day session last week, ending Friday. A special election will be held to fill the Distict 11 vacancy caused by resignation of Mr. Meagher.

Mr. McCollough, third Tv Board chairman, long has been active in association and industry affairs and Mr. Arnoux has served on both radio and tv directorates. Mr. Clay is serving his second term as a radio director representing District 6 (Ark., Tenn., La., Miss.). A resolution was adopted commending Mr. Swezey for his tv chairmanship. The tv directors adopted a rule providing that terms of chairman and vice chairman should be for one year, with no more than two successive terms permitted. Election will take place each year at the first meeting following the annual convention.

At its Thursday meeting the Radio Board heard a report on the notice given by record companies that records sent to stations will be 45 rpm [B•T, June 14]. A. Prose Walker, manager of the NARTB Engineering Dept., was asked to compile a list of 45 rpm playback equipment and conversion kits, with prices, for guidance of the radio membership. Cost of conversion was estimated at "several hundred thousands of dollars."

Majority of District Meetings Set

The board adopted a schedule for district meetings, with all but two of the 17 sessions scheduled. They start Sept. 9 and end Nov. 10. President Fellows and a staff team will attend the meetings.

Plan of NARTB to ask the FCC to amend its rules for use of remote control transmitters on a blanket basis was described by Mr. Fellows. The plan allows for complications in special station situations.

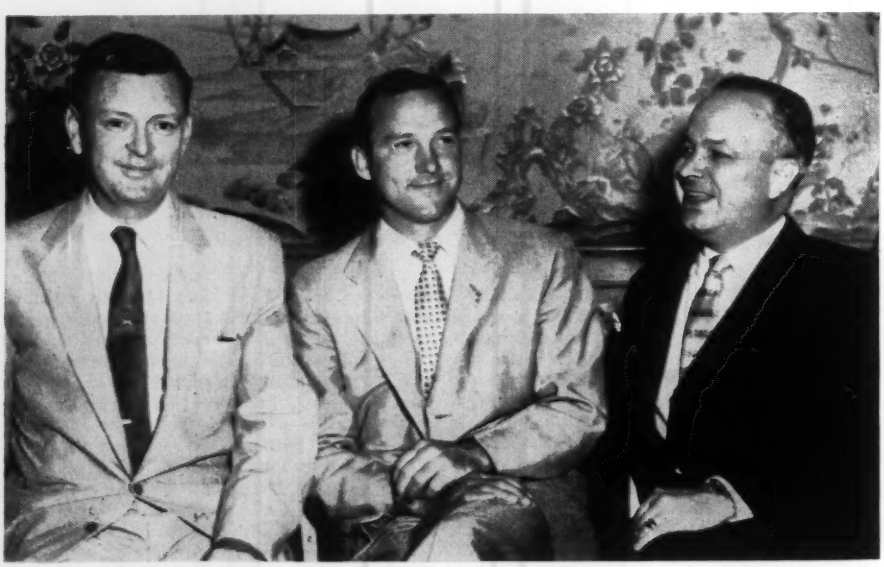
Ben Strouse, WWDC-FM Washington, reviewed testimony before the Senate Interstate & Foreign Commerce Committee on proposals to use fm frequencies for other broadcast services. He read a copy of a letter from Edwin Wheeler, WEAW (FM) Evanston, Ill., protesting the proposal. George H. Clinton, WPAR Parkersburg, W. Va., made a plea for a review of the political section of the Communications Act, with a later report to be made to the board.

The radio directors admitted 102 stations to membership. The Tv Board admitted 107 stations. It heard a report on the tv circulation study (see circulation and sales promotion story, page 27).

Attending the radio meeting were:

Herbert L. Krueger, WTAG Worcester, Mass.; Messrs. Clay, Hartenbower, Clinton, and Strouse; James H. Moore, WSLS Roanoke, Va.; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Robert B. McConnell, WISH Indianapolis; Hugh K. Boice Jr., WEMP Milwaukee; Kenyon Brown, KWFT Wichita Falls, Tex.; Walter E. Wagstaff, KIDO Boise, Idaho; William D. Pabst, KFRC San Francisco; Albert D. Johnson, KOY Phoenix; Richard M. Brown, KPOJ Portland, Ore.; Martin B. Campbell, WFAA Dallas; G. Richard Shafto, WIS Columbia, S. C.; J. Frank Jarman, WDNC Durham, N. C.; Edgar Kobak, WTWA Thomson, Ga.; Lester L. Gould, WJNC Jacksonville, N. C.; Ben Strouse, WWDC-FM Washington, D. C.; H Quenton Cox, KGW-FM, Portland, Ore., and Earl M. Johnson, MBS, New York. Excused were: E. R. Vadeboncoeur, WSYR Syracuse, N. Y., who was injured Monday in an auto accident; John Fulton, WQXI Atlanta; Cy Casper, WBBZ Ponca City, Okla., and John H. DeWitt Jr., WSM Nashville.

Members of the Tv Board present were: Messrs. McCollough, Arnoux and Swezey; John Esau, KTVQ (TV) Oklahoma City, Okla.; Harold Hough, WBAP-TV Fort Worth; Paul Raibourn, KTLA (TV) Los Angeles; W. D. Rogers Jr., KDUB-TV Lubbock, Tex.; Kenneth L. Carter, WAAM (TV) Baltimore; William Fay, WHAM-TV Rochester, N. Y.; Ward L. Quaal, WLWT (TV) Cincinnati; Alexander Stronach, ABC, New York; Merle S. Jones, CBS, New York; Ted Bergmann, DuMont, New York; Frank M. Russell, NBC, Washington, D. C.; George B. Storer, Storer Broadcasting Co., Miami Beach, was excused.



NARTB's Radio (am and fm) administrative unit, set up at the Washington board meeting, includes (l to r): John F. Meagher, radio vice president; Henry B. Clay, KWKH Shreveport, La., chairman of the Radio Board, and E. K. Hartenbower, KCMO-AM-TV Kansas City, board vice chairman.

COST OF COLORCASTING TO EXCEED BLACK-&-WHITE BY 10%, AFA IS TOLD

CBS-TV's Robinson briefs Boston convention on network's extensive color plans. In other addresses, AFA is told of retail advertising trends and a warning is sounded against ad abuses.

WITHIN the next three to four years, when tv becomes fully national, the cost of colorcasting will exceed that of black-and-white telecasting by about 10%, Hubbell Robinson Jr., CBS-TV vice president in charge of network programs, said Tuesday in an address to the Advertising Federation of America convention, held June 20-23 at the Statler Hotel in Boston.

Mr. Robinson spoke during a panel session on "Color: A Revolution in Marketing," at which John W. Eggers, O'Mara & Ormsbee; Walter Dorwin Teague, designer, and Walter P. Glenn, Young & Rubicam, discussed color in newspapers, packaging and magazines, respectively. John H. Tinker Jr., McCann-Erickson, chairmanned the color session.

Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana, was elected chairman of the AFA, succeeding Robert M. Gray, advertising and sales promotion manager, Esso Standard Oil Co. Elon G. Borton was re-elected president. Viola Erickson, executive vice president Cleveland Better Business Bureau, was elected secretary.

MR. NUNN

The following were elected to the AFA board of directors:

Fairfax Cone, president, Foote, Cone & Belding, Chicago (RE-ELECTED); Richard Deems, vice president and general advertising manager, Hearst Magazines, New York; George S. McMillan, vice president, Bristol-Myers Products Division, New York (RE-ELECTED); Graham Patterson, publisher, *Farm Journal* and *Town Journal*, Philadelphia (RE-ELECTED); Ralph P. Olmstead, vice president in charge of advertising, Kellogg Company, Battle Creek; William T. White, vice president and general sales manager, Wieboldt Stores, Chicago; Robert M. Gray, director advertising and sales promotion, Esso Standard Oil Co., New York (retiring as AFA Board Chairman, after serving two years); Miss Margaret Divver, advertising manager, John Hancock Mutual Life Insurance Co., Boston, and Robert M. Feemster, chairman, executive committee, Dow-Jones and *Wall Street Journal*, New York.

Mel G. Grinspan, advertising and sales promotion manager, Black & White Stores, Memphis, was elected chairman of the Council on Advertising Clubs of the Advertising Federation of America.

Bert S. Gittins, Bert S. Gittins Advertising, Milwaukee, and C. Leonard Shaw, advertising manager, Norton Co., Worcester, Mass., were elected vice chairmen of the Council.

At a meeting of the Council on Women's Advertising Clubs, also held Monday, Miss Mary E. Bush, vice president, Emery Advertising Corp., Baltimore, was elected chairman.

By virtue of the elections, Messrs. Grinspan and Gittins and Miss Bush become AFA vice presidents.

John E. Power, pioneer copy writer who was turning out advertising copy before 1870 and who has been called the Father of Modern Advertising, and Frank Presbrey, another advertising pioneer and author of the classic "History and Development of Advertising," were elected to the advertising Hall of Fame. Mrs. Charlotte Montgomery, conductor of a column, "The Women's Viewpoint," in *Tide*, was awarded the title of "Advertising Woman of the Year" and Janice Willimont, Denver high school junior, was announced as winner of the AFA-sponsored national high school essay contest.

By fall, when 60 to 70 CBS-TV affiliates will be equipped to broadcast network color programs, the network will have three color studios in operation, Mr. Robinson said: the existing one in the CBS New York headquarters at 485 Madison Ave., where the weekly *New Revue*, only CBS regular colorcast series to date, originates; the new 81st Street Theatre in New York, which has been remodeled for color use and will be placed in production within the next six weeks, and a color studio in the CBS Television City in Hollywood, to be ready by August.

The new studio in New York, he said, costs $1.5 million and "is probably the most expensive single studio job in television." As the original Hollywood Television City plans anticipated color, that studio was "cheap," he said, costing only about half a million.

40 Color Shows

With these new studios ready, CBS-TV plans to present more than 40 major network programs in color during the coming fall, Mr. Robinson announced, starting with Ed Sullivan's *Toast of the Town* program of Aug. 22 and continuing to cover all regular CBS-TV programs at the rate of three or more a week. A new color series, *The Best of Broadway*, plays and musical comedies of the past 30 years, will debut Sept. 15 as an every-fourth-Wednesday series with Westinghouse Electric Corp. as sponsor. The three-programs-a-week color starting schedule will be stepped up as set circulation grows, he said.

Commenting on colorcasting rates, Mr. Robinson said: "Let us consider that within the next three to four years television will have 90% saturation in the 100 largest markets. At that time, the average advertiser on our network, using black-and-white, will be using 100 stations covering some 36 million homes. His black-and-white cost per thousand, under those conditions, will remain about what it is today—$2.31. At that time and under those conditions, color for a typical half-hour program will bring an increase of some 10% on the average, raising the cost per thousand to about $2.54.

"This increase in cost per thousand includes only a nominal increase in local station rates and practically no increase in talent costs," he noted. Need for more expensive set design, for more light—meaning more heat and more air conditioning—for better costumes and more rehearsal time will raise production costs of color programs over the black-and-white costs, and cable charges will also be higher, he stated.

"The rates for color suggested by AT&T exceed present black-and-white rates by a wide margin," Mr. Robinson said. "The greatest part of this margin represents AT&T's requirements to meet the cost of black-and-white transmission. A much smaller part can be attributed to transmitting color."

He estimated that studio rehearsal costs would add about $2,400 to the cost of a typical half-hour program, with AT&T's transmission charges boosted by about $2,000 for such a program, if their proposals are followed, or "closer to $400," if only the added costs of transmitting color from city to city are charged to color.

Emphasizing that these figures are based on "the full maturity of color, when networks are transmitting most of the programs in color to most of their affiliates," Mr. Robinson said that analysis of the present complete program schedule of CBS-TV indicates that the added cost of color will range from 5% to 20%, depending on the program.

"From the standpoint of staging, costuming, lighting and makeup, color tv is no unfathomable mystery," he declared. "And we are certain that color television production does not require an army of new technical people—color consultants and experts—to assist us." Good color production can be secured, he added, with "practically the same number of people we could use on a comparable black-and-white program."

Progress in Film

Mr. Robinson also reported that CBS-TV has made "tangible strides into the realm of color film." Disagreeing with DuMont officials, who believe that their company's Color Multi-Scanner makes about 80% of the 16mm color film made during the past decade usable for tv [B•T, May 3], he said that while "a lot of poor quality film is obtainable . . . one thing we cannot do with color is to make faded, scratched, off-color film look good on the home screen. Hence our interest in developing proper standards for shooting color film—most of the color film we will use, I believe, has yet to be shot."

Experiments with color commercials, Mr. Robinson said, reveal that "in close-up the familiar packages and trade marks of well-known products may require particular attention to insure their reproduction with good color quality." He predicted that "packaging and coloring of commercial products will undergo close scrutiny and many will be changed to make them more eye-appealing on color tv. We have been rather surprised at the number of drab, unattractive colors now used."

Tuesday afternoon, at the conclusion of

B•T Names Engelhardt

APPOINTMENT of Wallace H. Engelhardt as western sales manager of BROADCASTING•TELECASTING, effective June 28, was announced last week. Mr. Engelhardt will cover the 11 western states, headquartering in B•T's Hollywood office.

MR. ENGELHARDT

Mr. Engelhardt joins the magazine after sales experience in station, representative and publication fields. He has served with KVFD Fort Dodge, Iowa, the national representative firm of George Clark and *Sponsor* magazine. A graduate of Cornell College (Iowa), Mr. Engelhardt was a lieutenant in Army intelligence in World War II and the Korean War.

Coincidentally with Mr. Engelhardt's appointment, the promotion of Marjorie Ann Thomas to tv film editor in B•T's Hollywood bureau also was announced. Miss Thomas has been an editorial staff member in Hollywood since 1951, covering film and agency activities.

the day's sessions, CBS-TV sent a 15-minute color program by closed circuit from New York to the convention, where it was received on 10 color sets.

"The five sins of reputable advertising" were discussed Monday by Charles L. Whittier, board chairman, Simons, Payson Co. Inc., Portland, Me. He cited the adverse consequences to advertising that can be caused by "unsupported claims, meaningless phrases, gross exaggeration, superlative expressions and unbelievable statements."

Of the criticisms against tv commercials, Mr. Whittier had this to say:

"If an appreciable percentage of the public finds television commercials annoying, distasteful, irritating or hateful, the fault is ours. And the responsibility is ours to make all television commercials so enjoyable that viewers will welcome them."

The possible consequences of improper tv advertising also were cited by Mr. Whittier:

"Never forget this. If public disfavor should ever grow to such proportions that television commercials were indicated as a public disservice, public opinion could force them off the screens of America. If that happened, the alternative might be government subsidy of television—and the free enterprise system would have received a grievous wound—perhaps a mortal one."

Retail Ad Trends

Six trends in today's retail advertising were discussed by Dr. George Hansen, president of Chandler & Co., Boston, and immediate past president of the National Retail Dry Goods Assn. He said that these trends cannot be separated from those in retail merchandising, which involve consumers' living habits. The trends he listed were:

(1) "The increasing growth in the number of our customers." (2) "The increasing growth of our leisure market." (3) "The new travel market." (4) "The do-it-yourself field." (5) "The trend of customers to shop faster." (6) "The bootlegger."

In citing the first trend, Dr. Hansen appealed to the manufacturers and retailers to take advantage of the market created by the increased number of children. In the second, third and fourth he pointed to the sales potential of changing consumer habits, creating markets for musical instruments, cameras, sporting goods, luggage, hardware, tools, paint, wallpaper, etc. Dr. Hansen in the fifth trend, said that people don't want to wait and are influenced by "impulse sales." The sixth trend discussed the threat of discount houses to merchandising and advertising.

Benson Ford, vice president of Ford Motor Co. and general manager of the Lincoln-Mercury Division, in speaking to AFA delegates, warned that the "freedom to compete" must not be stifled. Mr. Ford's platform for the American businessman to avoid a "boom-and-bust" cycle includes vigorous competition, sound planning and "enlightened optimism."

Profit incentive and competition are necessary if American business is to have dynamic growth, Mr. Ford said. "We have good, solid reasons for optimism," Mr. Ford said, "including national employment of 60 million people, a record volume of private savings, a low private debt, an increased desire for more goods and services and an expanding population."

AFA will hold its 1955 convention at Chicago's Palmer House May 5-8.

RUTH MENSCH of the Comer & Pollard Advertising Agency, Kansas City, is on her way up Baldy Mt. after winning a vacation trip for two at Sun Valley in a slogan contest of KMTV (TV) Omaha.

SPECIAL EDITION STUNT HITS RADIO-TELEVISION

Newspaper representative is distributing a promotional gimmick to its clients tearing down the broadcast media.

A NEWSPAPER promotional effort purporting to show the advantages of newspaper advertising over that on radio and television has been used by two newspapers and probably will be used by at least three more, according to the creator of the advertising idea.

The promotion idea, which involves 12-14 run-of-paper newspaper pages, has been used by the Atlanta *Journal* and the Evansville (Ind.) *Courier*, according to E. R. Holliday, manager of the Atlanta office of Jann & Kelley, newspaper representatives. The firm will make the idea available to its 27 newspaper clients.

The ad idea begins with a blank page. On the next page in the sequence the statement is made that "you don't draw blanks in your newspaper, a 24-hour program in one package, delivered to your home. . . .

"But," continues the ad on the third page, "when you miss a radio or tv program, you draw a blank! It's gone! . . . and so is the advertising message! . . ."

Subsequent pages quote Edward R. Murrow as saying on his March 5 *This Is the News* broadcast that 85% to 90% of the adult population read newspapers; that 80%-85% listen to radio for one hour daily; that studies don't bear out as a permanent trend that reading has dropped with arrival of tv, and that where tv is new, "reading of books goes off for a while then it rises again to its former level"; that 9 out of 10 housewives say they read the newspaper "for the ads," but that 10 to 1 they won't say they turn on their radio or tv "for the ads." The ad continues that the housewife "has been trained to do her shopping from the columns of her daily newspaper" and "this habit has not changed."

The promotion scheme involving 12-14 newspaper pages was used June 8 by the Atlanta *Journal*, with "several thousand" extra copies of the newspaper incorporating the ad printed after the day's press run, for use in mailing as presentations to advertisers and agencies. The same promotion was used in the Evansville *Courier*'s June 22 issue, with some 2,500 after-press-run copies circulated to advertisers. Regular subscription and newsstand copies did not carry the ad, Mr. Holliday said.

Mr. Holliday said publishers of the Davenport (Iowa) *Democrat* and *Times* and the Charlotte (N. C.) *Observer*, plus one other unnamed newspaper, have indicated their intention of using the promotion idea. He said other newspapers have shown interest in running the promotion.

Mr. Holliday said that "during the newsprint shortage" of World War II he had shown George C. Biggers Jr., publisher of the Atlanta *Journal* and *Constitution*, how the publisher could save $3 million in advertising space in a 10-year period by dropping free radio log listings.

Mr. Biggers is the publisher who told the South Carolina Press Assn. last winter that radio and tv logs are "helpful" in increasing newspaper circulation [B•T, Feb. 15].

BLOCK DRUG SHIFTS ACCOUNTS TO COHEN

BLOCK DRUG Co., Jersey City, N. J., whose advertising has been handled by Cecil & Presbrey, New York, for the past six years, has named Harry B. Cohen Adv., New York, to handle its advertising, effective Aug. 1, amounting to approximately $2 million dollars for the following products: Amm-I-Dent tooth paste and tooth powder, Pycope tooth brushes, Green Mint mouth wash and a new product now being developed.

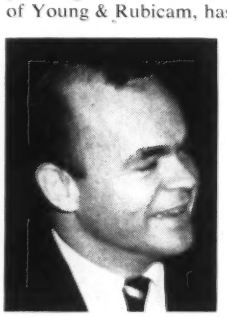
Cecil & Presbrey will continue to handle approximately $1 million dollars worth of billing for Block Drug with Polident, Poli-Grip and a new product.

Block Drug has been a veteran network television advertiser with its sponsorship of *Danger* on CBS-TV. In addition the firm uses a heavy radio and television spot schedule.

Block has had an option with both NBC-TV and CBS-TV for a half-hour alternate-week television show placed through C&P for a possible fall starting date. With the appointment of the Cohen agency the decision as to picking up the options is still being considered.

Young & Rubicam Names Erickson V.P.

RODNEY ERICKSON, manager of account planning for the radio and television department of Young & Rubicam, has been appointed a vice president of the agency, Sigurd S. Larmon, president, announced last week.



MR. ERICKSON

Mr. Erickson has been in the radio and television field for the past 19 years. He has been with Y & R since 1938 when he joined the agency first as producer of the *We the People* show and the *Fred Waring Show*. Before joining the agency he was a member of the radio department of Procter & Gamble.

THREE TV NETWORK ADVERTISERS EXPAND PROGRAM SPONSORSHIPS

Trent toward wider use of broadcast media indicated in latest plans of Whitehall, Hazel Bishop and Pharmaceuticals Inc.

THE PATTERN of sponsoring more than one network television show was on the upgrade last week, with such advertisers as Whitehall Div. of American Home Products, Hazel Bishop Inc. and Pharmaceuticals Inc. all planning increased tv activity for the fall.

Whitehall, in addition to its underwriting of at least three other network tv shows, was understood to be considering sponsorship of a television network news show and a radio show, starting in the fall. This would be in addition to the firm's continuing sponsorship of *Love of Life* on CBS-TV five times weekly; *Secret Love* on CBS, and the professional wrestling bouts with Jack Brickhouse, Saturday nights on DuMont.

Although the details of the considered tv news program and radio package were not revealed, it was understood that a decision would be made sometime this week. Biow Co., New York, is the agency handling Whitehall Pharmacal on the newest tv venture.

Hazel Bishop Inc., New York, through Raymond Spector, Inc., New York, has increased its lipstick advertisement budget to $7 million for the next 12 months and, in addition to sponsoring *This Is Your Life* on NBC-TV, will also sponsor a full-hour *Martha Raye Show* every fourth Tuesday, 8-9 p.m. and co-sponsor the 90-minute *Show of the Month* every fourth Sunday.

Each of these three shows will be telecast on NBC-TV on more than 100 stations.

Hazel Bishop Earnings

Raymond Spector, head of the agency and chairman of the board of Hazel Bishop Inc., meanwhile, reported last week that the company's net earnings for the six-month period ending April 30 reached a record high of $1,247,711 before taxes, and $552,701 after taxes.

In the four years of its history, Hazel Bishop Inc., has achieved a notable merchandising record. Hazel Bishop Long Lasting lipstick is reported to have captured about one-third of the total lipstick market, its "Complexion Glow" over 60% of the rouge market, and its nail polish is currently the largest selling 60-cent brand, according to Mr. Spector.

Pharmaceuticals Inc., the makers of Geritol, and the Serutan Co., Newark, will be airing four summer network shows, through their agency, Edward Kletter Assoc., New York, and will probably continue underwriting that many next fall.

Inaugurating the heavy tv schedule for Geritol-Serutan is *Two in Love*, which started a week ago Saturday on CBS-TV, 10:30-11 p.m. The show is emceed by Bert Parks. A second show, *The Stranger*, was to move into the *Life Begins at 80* spot for Serutan last Friday on DuMont. The third show, replacing Red Skelton, who takes a summer hiatus, is the panel show, *Juvenile Jury*, which started last Tuesday.

The fourth show co-sponsored by Geritol-Serutan is *Rocky King, Detective*, which will remain in its usual time slot on DuMont, Sundays at 9 p.m.

Business Wanted

THE BIOW Co., New York, for the first time in its 30-year history placed an advertisement in the *New York Times* last week on its own behalf in a bid for additional television advertisers.

Ad, which ran Thursday, reported that Biow has the No. 1 spot announcement time franchise for its client, the Bulova Watch Co.; the No. 1 in nighttime television shows, *I Love Lucy*, for Philip Morris and the No. 1 daytime show, *Search for Tomorrow* for Procter & Gamble.

The agency is the eighth largest in overall billings and one of the top five in television billing.

SECOND Federal Savings & Loan Assn. of Pittsburgh last year spent $7,500 in a venture into radio on KDKA there and got a return of $1,250,000 in deposits, which is the "result" for which this BAB "Radio Gets Results" Award changes hands. L to r: Don Trageser, KDKA account executive; John Stilli, KDKA sales manager, presenting award; Fred C. Reinhardt, Second Federal president, accepting, and John Harrigan, Second Federal vice president.

D-CON CO. DEFENDS DIRECT TIMEBUYING

THE PRESIDENT of d-Con Co., Jerome S. Garland, last week told B•T that "we are doing absolutely nothing that hasn't already been done by other manufacturers and other advertisers throughout the country," in placing its radio-tv advertising direct at local rates and avoiding payment of agency and representative commissions.

A letter being sent to television stations [AT DEADLINE, June 21] by the Chicago concern (insecticides, rat poison, cesspool equipment) asks fall availabilities, advising the stations that "it is our practice to buy radio and tv time direct—without representative or agency commission, at the local rate." It is signed by Alvin Eicoff, vice president.

Mr. Garland said d-Con advertises cooperatively with its distributors, allocating each distributor a yearly amount for advertising, but that distributors have asked d-Con to buy time for them on stations in their respective markets. Distributors are billed for time purchased, he said.

Mr. Eicoff's letter to tv stations asked for availabilities from Sept. 6 through Nov. 13 in 5-minute newscasts, weather reports, or sports programs between 6:30-10:30 p.m. If 5-minute shows are not available, the company asked stations for quotations of price for 20-second stations breaks in quantities of 10-20-30 a week in Class A time.

Referring to the d-Con plan, the letter says that "if this is not satisfactory with you, or if your local and national rates are the same, please let me know and do not send my request to your rep as I would rather avoid any misunderstandings with either the agency or the representative."

SPOT NEW BUSINESS

McIlhenny Co., Avery, La. (Tabasco sauce), preparing radio spot announcement campaign in 20 major markets starting July 15 for 13 weeks and tv spots in Los Angeles on same starting date. Agency: Scheidler, Beck & Werner, N. Y.

Time Inc. will concentrate promotion for first issue (in August) of its new weekly, *Sports Illustrated*, in major league cities. Though plans are still unsettled, chances are radio-tv spots will be used. Agency: Young & Rubicam, N. Y.

M & R Dietetic Foods, Columbus, Ohio (Pream), breaking radio spot announcement campaign in about 45 markets for 10 weeks starting as soon as possible. Agency: Benton & Bowles, N. Y.

Ex-Lax Inc., Brooklyn, which has been sponsoring *Modern Romances* on ABC Radio for past 6 months, to shift advertising strategy by dropping network program and placing budget in radio and tv spot announcement campaign plus magazines and newspapers. Spot schedule will run for 52 weeks on more than 200 stations. Agency: Warwick & Legler, N. Y.

Monticello Drug Co., Jacksonville (666 cold preparation), starting to buy fall radio spot announcement campaign slightly earlier than usual this year. Schedule will start Oct. 4 to run for 26 weeks on approximately 100 radio stations. Agency: Charles M. Hoyt, N. Y.

Procter & Gamble, Cincinnati (Crisco), planning spot announcement radio campaign in limited number of markets effective July 1 (Monday through Friday). Agency: Compton Adv., N. Y.

NETWORK NEW BUSINESS

Exquisite Form Inc. to sponsor *Arthur Murray Party* (ABC-TV, Tues., 10:30-11 p.m. EDT) effective Sept. 7. Agency: Grey Adv., N. Y.

The Toni Co., (division of Gillette Co.) Chica-

go, will sponsor *College of Musical Knowledge* during the summer, effective July 4, Sunday, 7-7:30 p.m. on NBC-TV. Agency: Leo Burnett Co., N. Y.

The Texas Co., N. Y., signs to sponsor 22 five-minute *Texaco Star Reporter and the Weekend News* broadcasts each weekend over ABC Radio, Saturday and Sunday, on the hour from 9 a.m. to 11 p.m. EDT, starting July 3. Agency: Erwin, Wasey & Co., N. Y.

Chemicals Inc., S. F. (Vano Cleanser), starts *Bob Greene News* (alternately Tues., Thurs. and Mon., Wed., Fri., 8:15-8:30 a.m. PDT) on 45 stations, Don Lee-Mutual network, for 13 weeks from July 6. Agency: Sidney Garfield & Assoc., S. F.

A&A PEOPLE

Charles Derrick, display manager, Pepsi-Cola Co., N. Y., appointed advertising manager. **Frank Zuccaro** succeeds Mr. Derrick.

Robert I. Johonnot to Leaf Brands Inc., Chicago (confectionery and chewing gum), as sales manager, bulk and package division.

George H. Blake, assistant account executive, Foote, Cone & Belding, N. Y., to General Foods as product manager for Calumet baking powder.

George M. Finley, Bryan Houston Inc., N. Y., elected a vice president and account supervisor.

C. Ralph Bennett, partner and creative director, Fred Gardner Co., N. Y., elected executive vice president.

Earle S. Steiert and **Raymond Barr** named vice presidents, Richard A. Foley Adv., Phila.

William J. Nevin, vice president, Seberhagen Inc., Phila., additionally elected treasurer.

Russ Johnston, formerly in charge of radio and tv, Ward Wheelock Co., Phila., to McCann-Erickson, N. Y., as account executive, radio-tv dept.

Ralph Richmond, formerly a senior copywriter, Ward Wheelock Co., Phila., to copy department, Gray & Rogers Adv., Phila.

Walter Stocklin, formerly vice president in charge of art, Ward Wheelock Co., Phila., to Philadelphia office, Hutchins Adv. Agency.

John T. Dunphy, formerly television copy supervisor, Benton & Bowles, N. Y., to tv commercial staff, Kudner Agency, N. Y.

Horton to McCann-Erickson

KINGSLEY F. HORTON, sales manager for CBS-TV and CBS Radio on the Pacific Coast, and head of his own organization, King Horton Productions, moves to McCann-Erickson, New York, July 1 as a radio-tv account executive. Before going to the coast in 1951, Mr. Horton was eastern sales manager of CBS-TV for two and a half years. For 10 years before that he was sales manager of WEEI Boston. He left CBS in 1953 to form his own firm.

MR. HORTON

ZIV TV, CANTOR SIGN $9 MILLION PACT

Contract between the comedian and the film firm calls for 39 half-hour tv films and 39 taped radio shows annually for seven years.

ZIV Television Programs and comedian Eddie Cantor last week signed a seven-year, exclusive contract estimated at $9 million under which Mr. Cantor will produce, direct and star in a new Ziv television film and radio series.

The contract with Mr. Cantor, said to be "probably one of the biggest on record," calls for 39 half-hour films yearly and a similar number of taped radio programs. Production on the tv film and radio series will be launched shortly with the first telecast and radio show planned for January 1955.

In a joint announcement Mr. Cantor and John L. Sinn, president of Ziv Television Programs, pointed out that the signing of the contract climaxed an "uninterrupted attempt on the part of major networks and rival television production companies" to sign the comedian. Earlier this year, Mr. Cantor had announced his intention of switching from "live" to filmed programs.

It was revealed that a clause in the contract provides for Mr. Cantor's participation in an executive capacity on his own tv and radio shows and on other programs produced by Ziv.

Last month Mr. Cantor concluded a four-year association as one of the stars of NBC-TV's *Colgate Comedy Hour.* He expressed the belief that his filmed show will benefit "the forgotten millions of the nation," who previously had seen his "live" programs only on kinescope. Mr. Cantor said that kinescoped shows "more often than not rob a show of its production, lighting, costuming and photographic effects which are, on the contrary, enhanced by film."

Mr. Sinn said that the Ziv organization is "proud" that Mr. Cantor has joined its forces, pointing out that "his long and successful experience as a showman in every branch of theatrical entertainment will prove immeasurably valuable both in front of and behind cameras and microphones."

JOHN L. SINN (l), president of Ziv Television Programs, and comedian Eddie Cantor agree on the 7-year, $9 million contract, which followed a tussle among networks and package producers for Mr. Cantor's services.

50-60 TVS CLEARED FOR VITAPIX FILM

VITAPIX Corp. last week claimed a "television first" in reporting that it has cleared Class "A" time on a line-up of 50-60 top television stations in advance of a projected tv filmed series appearing on the air.

A spokesman said Vitapix has selected a list of top agencies and quietly has made this line-up available to them for a national sponsor. He stressed that this marked the first time in tv history that a single organization has cleared Class "A" time in so many stations without resorting to numerous station representative firms.

Efforts by Vitapix were on behalf of its new half-hour filmed series *Parole Chief,* starring Pat O'Brien, which is being produced by Hal Roach Jr. The pilot film currently is in production and the series is expected to be ready for fall release.

A Vitapix official said reaction from agencies on the move has been "enthusiastic" and national sponsorship interest is "brisk." He pointed out time has been cleared on the "strongest line-up from stations on NBC-TV or CBS-TV" and indicted that the series would be offered for syndication in markets not covered by the networks if an advertiser wishes.

MPTV COMBINES FILM OPERATIONS

Branch offices will combine sales, distribution and service forces for 'maximum effect.'

PLANS for the consolidation of operations of Motion Pictures for Television Inc. (feature films) and MPTV Syndicate Corp. (syndicated films) were announced last week by Matthew Fox, chairman of the board. The change-over took effect immediately.

Under the new setup, MPTV branch offices operating with two separate divisions in Los Angeles, San Francisco, Dallas, Chicago, Detroit, Atlanta and Boston, in addition to the home office in New York, will combine forces in each city to handle sales, distribution and servicing of all MPTV properties as one unit. Mr. Fox said the consolidation is "in the best interest of the stations, advertisers and agencies," and will serve "to enlarge the total sales and servicing manpower to maximum effect for all clients."

In the home office in New York, Edward D. Madden, former vice president and general manager of the film syndication division, has been appointed vice president in charge of the overall combined operation, and E. H. Ezzes, previously vice president and general manager of the feature film division, has been named vice president and sales manager. Guy H. Cunningham continues as director of advertising and promotion and Michael O'Shea as national publicity director.

Verne H. Behncke, eastern division sales manager in New York, will supervise the Atlanta office, headed by Robert Feiner. In Los Angeles, John Cole has been named western division sales manager, with supervision over the San Francisco office, directed by Ed Hewitt. In Boston, Fred Yardley remains as New England division sales manager, and in Dallas, Irv Feld has been appointed sales manager. Richard Feiner has been named central division sales manager in Chicago and Dalton Danon, east-central division sales manager in Detroit.

UTP Again Exceeds Jan. Sales Record

UNITED Television Programs Inc. has topped its previous sales record for the second consecutive month, according to Lee Savin, executive vice president. While detailed figures were not revealed, he declared that the known January sales totaled more than $500,000 and that this figure has been exceeded twice since then. The firm, backing "each property with showmandising, sales promotions and after-sales servicing," has recently acquired Bing Crosby Enterprises' *Were You There?* and the regional syndication rights to Rawlins-Grant's *Mayor of the Town.*

Ziv Tv Adding 52 Weeks Of 'I Led Three Lives'

PRODUCTION will begin immediately on an additional 52 weeks of filmed programming of *I Led Three Lives,* it was announced last week by John L. Sinn, president of Ziv Television Programs.

Simultaneously, Mr. Sinn announced that current sponsors of *I Led Three Lives* have signed contracts for full 52-week sponsorship in 65 markets, beginning when their current contracts expire the last week in September.

Cost of production for the new half-hour films in the series, Mr. Sinn revealed, will be "well over $1 million." They will be filmed in color but also will be available in black-and-white.

Rogers to Ask Rehearing; General Foods May Buy Films

ATTORNEYS for Roy Rogers Enterprises, Hollywood, currently are preparing a petition for rehearing on the decision of the Ninth Circuit U. S. Court of Appeals, permitting tv showing of the cowboy star's old Republic Pictures films [B•T, June 14].

Meanwhile, in spite of observation by the Benton & Bowles Hollywood office that the old films probably will be tied up by the upcoming petition, rumors persist that its client, General Foods, may bid on Republic pictures in lieu of the current NBC-TV *Roy Rogers Show,* which the firm sponsors.

An "escape clause" does exist in the present contract between General Foods and Rogers Enterprises, the cowboy actor's attorneys admit. This permits the advertiser to cancel the contract if the old Rogers pictures actually reach tv screens, thus breaching "exclusiveness" of the western singer's appearance for General Foods.

Goldsmith Proposes Pool Of Color Tv Film Data

PROJECT under which information on all phases of color tv film will be collected by the National Television Film Council and circulated to all members was launched officially last Thursday at a luncheon meeting of the council in New York.

Dr. A. N. Goldsmith, research consultant, and also a board member of NTFC, urged members in the agency, station, production and technical fields of the industry to submit to the council all information they may have on their particular problems and solutions with respect to color tv film. He stressed that color tv film is going to require "a lot of hard work and a lot of fine cooperation" from all segments of the industry within the next few years.

Other speakers were Peter Keane, Screen Gems Inc., who discussed various laboratory processes for color film, and Dr. J. P. Weiss, chairman of the color committee of the Society of Motion Picture and Television Engineers, who touched upon various studies the society is making in the field of color film.

NTFC will stage a demonstration of color tv film at the RCA studios on July 8.

Five Star Experiments With 3-Dimensional Tv

THREE-dimensional color experiments for tv commercials are underway at Five Star Productions, Hollywood, according to General Manager Taylor Byars, who disclosed the new method permits viewing, without glasses, in normal two-dimension color. When glasses are worn, however, a three-dimensional effect is achieved.

Devised by Hartley Harrison, Hollywood optical engineer and inventor of the Harrison Color Meter, the process does not use polaroid separation of the two images. Instead, Mr. Byars explained, color filters superimpose two exact pictures in identical position, which avoids the blurred image resulting from the former method.

Though adaptable for theatre use, Mr. Harrison considers it more useful for tv, as it is the only method which normal video equipment can use, requiring no change in negative, processing or projection. Only the Harrison filter equipment is added to the camera in front of the normal lenses, he added.

Upon completion of the experiments and as soon as 35mm color projection equipment is available, Mr. Byars declared the process will be tested via closed circuit. The process can be later adapted to 16mm, he said.

Guild Adds Pomeroy, Smith

W. A. (BILL) POMEROY and Frank D. Smith have been added to the sales staff of Guild Films Co., New York. Mr. Pomeroy, who will cover Michigan, Indiana and Kentucky, is part owner of WILS-AM-TV Lansing, and was president of the Michigan Assn. of Broadcasters in 1952-1953. Mr. Smith served most recently as vice president of Cinema-Vue Corp., and from 1950-53 was eastern division manager for Tele-Pictures Corp.

FILM PRODUCTION

First production unit for his ABC-TV *Disneyland* series has been formed by **Walt Disney** to handle the "Frontierland" segments. Producer is **Bill Walsh.** Motion picture director **Norman Foster,** credited with "Navajo," "Sombrero," "Rachel and the Stranger" and others, makes debut as a tv director.

McCadden Corp., Hollywood, is in production on *The Robert Cummings Show,* new half-hour tv series in which the actor portrays a Hollywood commercial photographer. Partners in the package are **George Burns,** producer-writer **Paul Henning** and **Mr. Cummings. Fred De Cordova,** director, *George Burns and Gracie Allen* film series (CBS-TV), is director. **McCadden** is also shooting the pilot film for *Life With Father* (CBS-TV), which has been emanating live from Hollywood.

Harriscope Inc., Beverly Hills, has completed the first 26 half-hour tv films in its new sports series *Jalopy Races From Hollywood,* for syndication. **Bill Welsh,** sportscaster, KTTV (TV) Hollywood, does the narration with **Burt I. Harris** as producer-director. Each film presents three races plus the "crackup of the week." The next 26 films will be shot in color as well as black-and-white.

FILM DISTRIBUTION

TeeVee Co., Beverly Hills, has acquired distribution rights to *This Is Charles Laughton,* series of 26 quarter-hour programs featuring readings by the actor. Produced by **Paul Gregory** and **Sherman Harris** last year for **Duffy-Mott Co.,** the series was televised once in some 20 markets. The TeeVee contract, according to General Manager **Marc Frederic,** calls for national syndication, distribution in the 16 mm educational and home-movies fields and radio distribution rights.

RANDOM SHOTS

Westwood Productions, Hollywood, is preparing *Everyone Comes to Peggy's* as a tv film vehicle for singer **Peggy Lee.** Packaged by **John Beck** and written by **Rodney Amateau** and **Bernard Drew,** series will feature the singing star as owner of a Palm Springs club and include one or two songs in each episode.

First New England showing of **Motion Pictures for Television's** half-hour *Duffy's Tavern* series has been signed by **Crown Petroleum Corp.** (distributor for Richfield Oil Corp., N. Y.), for 8:30-9 p.m. presentation over WWLP (TV) Springfield, Mass. Crown agency: The Randall Co., Hartford, Conn.

FILM PEOPLE

Frank Young, formerly director, NBC press dept., appointed press manager, Screen Gems Inc., N. Y., with full responsibility for the company's publicity. **Joyce Selznick,** special eastern promotion representative, Columbia Pictures, New York, appointed executive in charge of exploitation and merchandising for Screen Gems Inc., N. Y. **Don Hershey** to Screen Gems eastern production staff as associate producer of *The Big Playback.*

MR. YOUNG

Sid Dorfman, writer for McCadden Corp. on CBS-TV *George Burns and Gracie Allen,* to Hal Roach Studios Inc., Culver City, as associate producer to **Tom McKnight** on NBC-TV *Life of Riley* (east of Denver; syndicated elsewhere).

Marty Ryerson, former writer-editor, McCann-Erickson Inc., Hollywood; **Robert Beeching,** freelance tv art director, and **Ed Burke Jr.,** film technician, form BBR Productions, Fresno, Calif., to produce tv shorts and commercials.

Ken Marthey, previously in motion picture production work, to Transfilm Inc., N. Y., as a production supervisor on business and tv commercial films.

Howard S. Case, former booker, Allied Artists Pictures, Hollywood, to tv subsidiary Interstate Television Corp., same city, in similar capacity.

Carrol A. Lewis, 48, film editor on "Hopalong Cassidy" feature films and charter member of Motion Picture Film Editors, Local 776, IATSE, died June 16 after a long illness.

Paul F. Moss, 45, formerly producer, John Kieran's educational *Kaleidoscope* program (ABC-TV), died June 13.

BAB CLINICS' GOAL: BETTER SALESMEN

BAB's 1954 area sales clinic program this summer is designed to stimulate interest in creating a higher-type salesman for radio, befitting an "outstanding product" like radio.

This evaluation of BAB's sales clinic project, encompassing 38 meetings in areas throughout the country, starting June 7 and ending Aug. 31, was provided B•T last week in an interview with BAB officials in New York.

To assist stations in fulfilling the objectives of "a higher-type" salesman, BAB clinics are concentrating on three major elements: the creative selling approach, the sales demonstration, and the copy commercials. Agenda for clinics are so apportioned that these three major points are covered by the BAB team by means of oral presentation, slides and tape recordings, plus question-and-answer periods from the audience.

For the first time this year, BAB is restricting attendance to members only. Attendance at the clinics averages from 40 to 80, depending on the size of the area. Each clinic is directed by two BAB executives, including Kevin B. Sweeney, president; R. David Kimble, director of local promotion, and J. Norman Nelson, director of national promotion.

As a means of nurturing "creative salesmanship," BAB has compiled a 50-minute tape-recorded program of the top 25 radio sales ideas of the year, together with the complete story of how each sale was made and transcriptions of sample commercials. One example presented at a recent clinic follows:

"There are a lot of songs to match a lot of advertisers. KOL Seattle had the idea of using the current hit, 'Cross Over the Bridge,' to attract a prospect—a car dealer whose sales lot—yes—was across a bridge from downtown Seattle. 'Stairway to the Stars' prompted a schedule on WSNY Schenectady for the Star Furniture Co., which found it an ideal theme."

To put across its second major point—demonstrations of sales techniques and materials—BAB presents at the clinics individual slide presentations specially prepared for each of 22 categories of local business. Station time salesmen in attendance at the clinics will designate the categories for which they desire to see sales presentations demonstrated. Slide presentations are available for appliance and radio-tv dealers, automobile and truck dealers, bakeries, banks, breweries, dairies, department stores, drug stores and chains, insurance agents, jewelers, lumber and supply dealers, among others.

As a means of hammering across the third element designed to raise the sights of radio salesmanship — superior radio commercials — BAB arranges to have clinic delegates hear a transcribed half-hour program embodying the proper ingredients and step-by-step creation of good radio commercial copy. The program also presents specific examples of both good and bad copy, for different types of advertisers, analyzing each from an effectiveness standpoint.

The procedure at the clinics generally is to devote the entire morning session to the "creative selling" and sales demonstration segments and to take up radio commercials and a question-and-answer period in the afternoon. It was stressed by several officials, however, that members are free to ask questions at any time.

Questions most frequently asked by members revolve around competition from television and daily newspapers. Most members report stiffer competition from newspapers than from television.

Many members also ask what other stations have been doing to develop "marginal" accounts, referring to those which rarely, if ever, use radio. In this connection, suggestions are advanced to solicit such businesses as funeral homes, cemeteries, garbage disposal firms and others which have not been consistent users of radio.

BAB officials say members at clinics report they are highly satisfied with the service that BAB is providing but that they want "more of it." They express a need for more data on "how" radio is most effective, particularly along the lines of the "Radio Success Stories" which BAB is distributing to members each month.

"In radio," a BAB spokesman said, "we have an outstanding product. It has grown and prospered despite poor salesmanship practiced by many stations. If we can raise the level of salesmanship, radio will come closer to its potential as a great mass medium of advertising."

Fifteen Minutes With the President

SOME 40 broadcasters—members of NARTB's combined boards plus top executives of the trade association and the Television Code Review Board—as of now will attest that President Eisenhower knows his ABC's of broadcasting.

At their meeting with the Chief Executive Friday morning (8:45-9 a.m.) the President protested he didn't know much about the business but then got into a discussion of the uhf-vhf problem, referring to a conversation he had had with an unidentified caller about the low band and the high band and moving things up or down. He said he thought these matters should be taken up with the expert agency (he alluded to something like the CAB but obviously meant FCC).

While the caller was not identified, it was presumed to have been Sen. Potter (R-Mich.), chairman of the Senate Communications Subcommittee grappling with the uhf problem. The Senator called on the President last Monday and also conferred with Presidential Assistant Sherman Adams and the legislative liaison officer, Gen. Wilton B. Persons.

While the President is never quoted directly without permission, it was learned that in substance he congratulated the broadcasters on doing a great job; that while he didn't understand all the things about radio and television he did know one thing and that is that we live in a great country and that the broadcast fellows should keep selling it. This brought a burst of applause.

The President greeted each broadcaster individually. He recalled an episode—previously reported, that enroute on one of his return trips to the U. S. while he was stationed in Europe, he tuned in the radio. He said he knew it was a U. S. station because the first thing he heard was a commercial on Wonder Bread.

The only lady in the group—Mrs. A. Scott Bullitt—received special presidential attention. The President graciously singled her out and chatted with her before the party disbanded to enable the President to greet his British visitors, Sir Winston Churchill and Anthony Eden, who arrived that morning.

Buy WHO

and Get Iowa's Metropolitan Areas..

Plus the Remainder of Iowa!

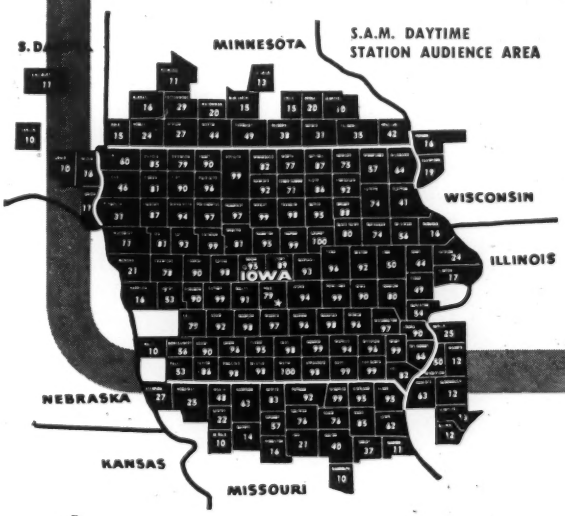
TAKE DRUGSTORE SALES, FOR INSTANCE!

7.1%	CEDAR RAPIDS	
5.1%	TRI-CITIES	
13.4%	DES MOINES	
2.0%	DUBUQUE	
5.8%	SIOUX CITY	
4.6%	WATERLOO	
62.0%	REMAINDER OF STATE	

THE "REMAINDER OF IOWA" ACCOUNTS FOR THESE SALES:
(Which You MISS Unless You Cover the Entire State)

67.2%	Food Stores
63.2%	Eating and Drinking Places
47.9%	General Merchandise Stores
57.5%	Apparel Stores
61.4%	Home Furnishings Stores
65.9%	Automotive Dealers
74.9%	Filling Stations
80.8%	Building Material Groups
62.0%	Drugstores

Source: 1954 Consumer Markets



FREE & PETERS, INC., National Representatives

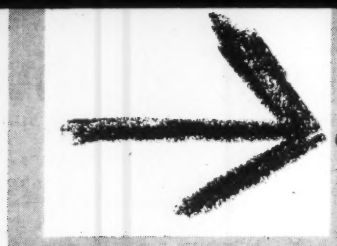
BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

NBC SPOT SALES



and the CROSLEY

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Detroit Cleveland Washington
San Francisco Los Angeles Charlotte Atlanta*

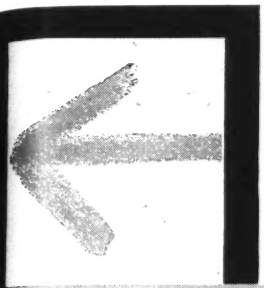
**Bomar Lowrance Associates*

representing TV STATIONS:

WNBT	*New York*	**WNBK**	*Cleveland*
WNBQ	*Chicago*	**KPTV**	*Portland, Ore.*
KNBH	*Los Angeles*	**WAVE-TV**	*Louisville*
KSD-TV	*St. Louis*	**WRGB**	*Schenectady-Albany-Troy*
WNBW	*Washington*	**KONA-TV**	*Honolulu, Hawaii*

representing RADIO STATIONS:

WNBC	*New York*	**WRC**	*Washington*
WMAQ	*Chicago*	**WTAM**	*Cleveland*
KNBC	*San Francisco*	**WAVE**	*Louisville*
KSD	*St. Louis*	**KGU**	*Honolulu, Hawa*



BROADCASTING CORP.

are pleased to announce a reciprocal representation arrangement effective September 1, 1954. NBC Spot Sales will represent Radio station WLW, Cincinnati, and TV stations WLW-T, Cincinnati, WLW-D, Dayton, WLW-C Columbus, WLW-A, Atlanta, on the Pacific Coast and in Detroit. The Crosley Group Sales Offices will represent all the NBC Spot Sales Radio and Television stations in Cincinnati, Dayton and Columbus.

The Crosley Group Sales Offices will continue to represent The Crosley Group Stations in New York, Chicago, Cincinnati, Dayton, Columbus, Atlanta

CROSLEY BROADCASTING CORPORATION

Crosley Square, Cincinnati, Ohio
New York Chicago Dayton Columbus Atlanta

THE CROSLEY GROUP

WLW	*Radio*
WLW-A	*Atlanta*
WLW-C	*Columbus*
WLW-D	*Dayton*
WLW-T	*Cincinnati*

4A COMMITTEES NAMED FOR '54

Silvernail of BBDO is to head broadcast media group. Devine of J. Walter Thompson Co. is chairman of radio-tv production committee.

FRANK G. SILVERNAIL of BBDO, New York, has been named chairman of the Standing Committee on Broadcast Media of the American Assn. of Advertising Agencies, it was announced Thursday by William R. Baker Jr. of Benton & Bowles, chairman of the AAAA board. Other committee appointments also were reported.

MR. SILVERNAIL

Vice chairman of the broadcast media group is John H. Stewart, Glenn Adv. Inc., New York. Officers of the Standing Committee on Radio-Tv Production are John F. Devine, J. Walter Thompson Co., New York, chairman, and Alvin B. Fisher, Lang, Fisher & Stashower, Cleveland, vice chairman.

AAAA also announced members of its Operations Committee who will oversee five areas of the association's activities for the year 1954-55. They are:

Robert E. Grove of Ketchum, MacLeod & Grove, Pittsburgh, in charge of the executive section which includes association finances, general information services and production.

Lawrence Valenstein of Grey Adv., New York, to oversee area of personnel, including annual AAAA examinations for advertising.

Kenneth W. Akers of Griswold-Eshleman Co., Cleveland, in charge of area of research, which incorporates AAAA participation in such joint research enterprises as the Advertising Research Foundation and Traffic Audit Bureau, as well as the association's own research activities.

Henry G. Little of Campbell-Ewald Co., Detroit, to oversee area of ethics, which includes the AAAA interchange of opinion on objectionable advertising.

Clifford L. Fitzgerald of Dancer-Fitzgerald-Sample, New York, in charge of area of relations, involving AAAA participation in the Advertising Council and activities in the fields of press, advertiser, media, government, educator and public relations.

The following officers of committees of the AAAA board were announced:

Advertiser Relations: Chairman, James M. Cecil, Cecil & Presbrey, New York; Vice Chairman, James T. Chirurg, James Thomas Chirurg Co., Boston.

Agency Administration: Chairman, Walther Buchen, Buchen Co., Chicago; Vice Chairman, D. C. Stewart, Kenyon & Eckhardt, New York.

Agency Personnel: Chairman, S. H. Giellerup, Marschalk & Pratt, New York; Vice Chairman, John M. Willem, Leo Burnett Co., Chicago.

Government, Public and Educator Relations: Chairman, Fairfax M. Cone, Foot, Cone & Belding, Chicago; Vice Chairman, Robert M. Ganger, D'Arcy Adv., New York.

Improvement of Advertising Content: Chairman, Ken R. Dyke, Young & Rubicam, New York; Vice Chairman, Arthur Tatham, Tatham-Laird, Chicago.

Media Relations: Chairman, H. H. Dobberteen, Foote, Cone & Belding, New York; Vice Chairman, Leonard Gessner, Fitzgerald Adv., New Orleans.

Business Papers: Chairman, H. E. Cassidy, McCarty Co., Los Angeles; Vice Chairman, James J. McMahon, James J. McMahon Inc., New York.

International Advertising: Chairman, George H. Giese, McCann-Erickson, New York; Vice Chairman, H. I. Orwig, Buchen Co., Chicago.

Magazines and Farm Papers: Chairman, William E. Steers, Doherty, Clifford, Steers & Shenfield, New York; Vice Chairman, E. W. Froehlich, MacManus, John & Adams, Bloomfield Hills, Mich.

Mechanical Production: Chairman, George D. Dearnley, McCann-Erickson, New York; Vice Chairman, Erwin A. Miessler, Needham, Louis & Brorby, Chicago.

Newspapers: Chairman, H. H. Kynett, Aitkin-Kynett Co., Philadelphia; Vice Chairman, Daniel M. Gordon, Ruthrauff & Ryan, New York.

Outdoor and Transportation Advertising: Chairman, J. J. Hartigan, Campbell-Ewald Co., Detroit; Vice-Chairman, W. F. MacDonald, Kudner Agency, New York.

Research: Chairman, D. E. Robinson, C. J. LaRoche & Co., New York; Vice Chairman, Edward Battey, Compton Adv., New York.

Arthur Stringer Dies; NARTB-Radio Pioneer

ARTHUR C. STRINGER, 57, former broadcaster and for many years manager of NARTB's annual convention expositions, died shortly before 6 p.m. Thursday in Suburban Hospital, Bethesda, Md., three days after suffering a heart attack.

MR. STRINGER

Mr. Stringer recently had completed the largest equipment exposition in NARTB history in connection with the annual Chicago convention. Last Tuesday he suffered a coronary occlusion at his Bethesda home. He was placed in an oxygen tent but sank rapidly late Thursday.

NARTB's combined boards adopted a resolution of condolence Friday, paying tribute to his 11 years of fulltime association with the organization plus his service as manager of the equipment show, one of the nation's largest industrial expositions.

Known to thousands of broadcasters, Mr. Stringer worked in business and promotion capacities at WMAQ Chicago and the old WLW-WSAI combination in Cincinnati. He was at one time business manager of the former Chicago Broadcasters Assn. and director of the Radio Manufacturers Show Assn., which held an annual exposition in the 30's. He joined NAB in 1939 and had been active in broadcasting since that time. For several years he had served NARTB in the capacity of consultant.

Among equipment, transcription and film executives he was acclaimed for his business acumen in fitting competitive exhibitors into NARTB display room space with a minimum of difficulty.

During World War II Mr. Stringer directed recruiting and government promotion activities of the old NAB, with 1.6 million recruits credited to radio station participation along with countless other benefits credited to industry cooperation. He was cited by the Signal Corps and other military and government agencies for his work.

He was born March 2, 1897, in Battle Creek, Mich., and was graduated from the U. of Chicago in 1919 with a Bachelor of Philosophy degree. After college he worked seven years in the advertising department of the *Chicago Tribune* and later was associate director of Gorgas Memorial Institute.

He married the former Frances Sugg, of Tennessee, who survives him. Two children also survive—Arthur C. Stringer Jr. of WFMY-TV Greensboro, N. C., and a daughter, Lewis Tipton, known in television circles as "Tippie."

Funeral services were held Saturday.

Colorado Broadcasters Elect Russell for '54

JAMES D. RUSSELL, KVOR and KKTV (TV) Colorado Springs, was elected president of the Colorado Broadcasters Assn., meeting last week at Colorado Springs. He succeeds Russell Shaffer, KBOL Boulder. Other officers elected were Elwood Meyer, KYOU Greeley, secretary-treasurer; E. M. Cooper, KCRT Trinidad, director; Pat O'Brien, KIUP Durango, director, and Frank Bishop, KFEL-TV Denver, director.

The association went on record against the Bryson bill (HR 1276) to ban alcoholic beverage advertising in all media as well as a proposal by Sen. Ed Johnson (D-Colo.) to exempt baseball from anti-trust laws. Procedure was started to place radio on an equal basis with newspapers as a legal outlet for state, county and city legal notices.

A BMI clinic included talks by John M. Outler, WSB Atlanta; G. Pearson Ward, KTTS Springfield, Mo.; Wallie Peters of Canada and Larry Gordon, KCJS Pueblo. Carl Haverlin, BMI president, moderated a panel. Justin Bradshaw, BMI field representative, was clinic chairman. Next state association meeting will be held in Denver in October in conjunction with the NARTB District 14 meeting.

NEW OFFICERS of the Florida Assn. of Broadcasters at the June convention at Miami Beach's Biltmore Terrace Hotel are (l to r): George Friend, WPLA Plant City, secretary-treasurer; H. Dennis Parker, WTAN Clearwater, second vice president; John B. Browning, WSPB Sarasota, president; Miller N. Babcock, WGBS Miami, director; A. B. Letson, WCNH Quincy, first vice president; George W. Thorpe, WVCG Coral Gables, director; Larry A. Rollins, WSIR Winter Haven, director, and L. Herschel Graves, WTAL Tallahassee, retiring president.

TWELVE OF THE TOP SIXTEEN SHOWS IN HAWAII ARE SEEN ON KGMB-TV

The first television audience survey taken in April in Hawaii by C. E. Hooper, one of the nation's top survey organizations, shows KGMB-TV:

FIRST IN AFTERNOON PROGRAMMING.
KGMB-TV averages 70% of the audience Monday through Friday, 2:30 - 5 p.m.

FIRST IN THE EARLY EVENING.
KGMB-TV programs command 65% of the audience Monday through Friday, 5:00 - 6:30 p.m.

FIRST AT NIGHT.
KGMB-TV averages 42% of the audience seven nights a week, 6 - 10:30 p.m.

KGMB-TV leads in average ratings 52½ out of a total of 55½ hours of telecasting each week.

KGMB-TV

CHANNEL 9 IN HONOLULU

TV'S PROGRESS NOTED IN CODE BOARD REPORT

NARTB unit sends a letter to the House Commerce Committee spelling out how the industry has cleaned up its beer commercials.

IMPORTANT progress in the way beer advertising is handled on television has been made as a result of cooperative action by the NARTB Tv Code Review Board and brewers, along with their agencies, Rep. Charles A. Wolverton (R-N. J.), chairman of the House Interstate & Foreign Commerce Committee, was told last week. (Also see Langer bill story, page 55.)

Chairman John E. Fetzer, of the Fetzer station group, reported in a letter to Chairman Wolverton on behalf of the code board that the ways of advertising beer have been revised under code operation. The letter was sent Wednesday following the Monday-Tuesday quarterly meeting of the code board.

He pointed out that tv is a "medium of moderation" since it does not accept hard liquor advertising and conceded the problem is important because of tv's intimate appeal to the American home.

Continuance of the cooperative industry-brewery campaign "will produce even further improvements," Mr. Fetzer wrote. He pointed to the problems involved in voluntary self-regulation and said progress must be made "in an evolutionary way."

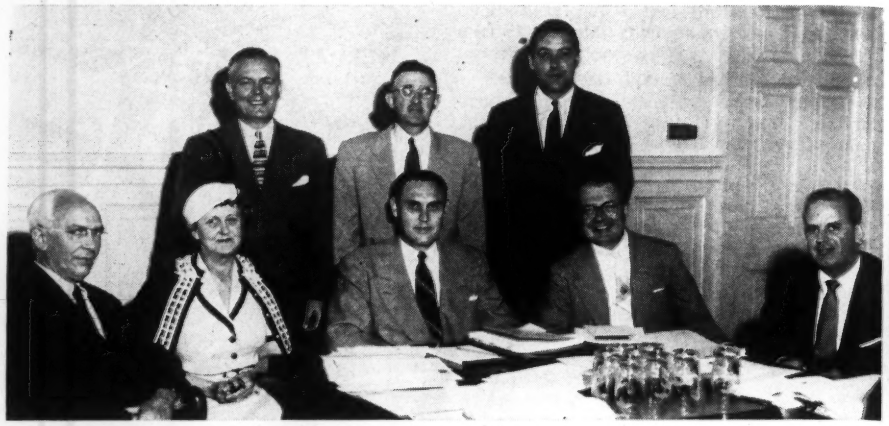
The code board has sent copies of testimony in the Bryson bill (HR 1227) hearings [AT DEADLINE, May 24] to stations, Chairman Wolverton was told. The testimony covered the appearance of Ralph W. Hardy, NARTB vice president in charge of government relations, and cross-examination.

Monitoring Activity

In opposing the Langer bill, with its restrictions on advertising of alcoholic beverages, terming it a discrimination against radio and tv, Chairman Fetzer's letter reminded that the code board is constantly test-monitoring stations and networks throughout the country "in an effort to assist the licensees and networks themselves in their honest endeavor to meet the intrinsic demands of a sensitive and powerful medium. As board members, we are aware of the responsibility this places upon us now and in the future." He said the letter was written in the light of the code provision requiring the board to maintain continuing liaison with federal authorities.

Principal complaint about beer advertising has centered around lip-smacking on tv commercials, especially in the case of scenes showing girls quaffing brew.

Two new code board members sat with the group Monday and Tuesday—William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafto, WIS-TV Columbia, S. C. Other members are J. Leonard Reinsch, WSB-TV Atlanta, vice chairman, and Mrs. A. Scott Bullitt, KING-TV Seattle.



FIRST MEETING of the revamped NARTB Tv Code Review Board was held Monday-Tuesday in Washington. New members inducted were William B. Quarton, WMT-TV Cedar Rapids, Iowa, and G. Richard Shafto, WIS-TV Columbia, S. C. Seated (l to r): Mr. Quarton; Mrs. A. Scott Bullitt, KING-TV Seattle; Chairman John E. Fetzer, Fetzer Stations; Vice Chairman J. Leonard Reinsch, WSB-TV Atlanta; Mr. Shafto; standing, NARTB President Harold E. Fellows; Edward A. Bronson, NARTB tv code affairs director, and Thad Brown, NARTB tv vice president-general counsel.

Florida AP Elects McBride

WILLIAM G. McBRIDE, WDBO Orlando, was elected president of the Florida Associated Press Radio Broadcasters at a meeting held in connection with the Florida Assn. of Broadcasters convention at Miami Beach. The AP group turned down a proposal to hold a series of news and other contests. The group elected C. L. Menser, WJBS DeLand, vice president.

U. S. Canadian Engineers Study Global Communications

FCC, State Dept. and other government officials met with nearly 1,000 radio engineers from the U. S. and Canada last week at Washington's Hotel Statler for the first symposium on global communications, chiefly non-broadcast phases. The three-day meet was sponsored by the Professional Group on Communications System of the Institute of Radio Engineers.

FCC Comr. E. M. Webster addressed the meeting Wednesday on development of marine communications. Comr. Frieda B. Hennock was hostess to wives of the delegates for tours of FCC, FBI, the White House and other Washington points of interest, plus a fashion show-luncheon Thursday at the Shoreham Hotel.

Haraden Pratt, former telecommunications advisor to the President, addressed Thursday's luncheon meeting. Other speakers included FCC Chief Engineer Edward W. Allen Jr.; Paul D. Miles, FCC; William A. Porter, Office of Defense Mobilization; Francis Colt De Wolf and Donald R. MacQuivey, State Dept. Among those on the advisory staff were FCC Comrs. Webster and George E. Sterling and consulting engineer Stuart L. Bailey.

Vt. Broadcasters Protest Poorly-Shielded Tv Sets

VERMONT broadcasters have filed a protest with the FCC expressing "deep concern with the ever-increasing problem of interference on the frequencies of am broadcast outlets, caused by nuisance radiations from poorly-constructed and improperly-shielded television receivers."

The new Vermont Assn. of Radio & Tv Broadcasters, which held its organizational meeting June 1, feels "these illegal radiations constitute an infringement on our franchise and a severe threat to our business." The association has asked FCC to promulgate and enforce "better standards by which tv set manufacturers would be required to eliminate the causes of illegal radiations in their receivers."

E. Dean Finney, general manager of WTWN St. Johnsbury and other North Country stations, was elected temporary chairman of the association. Charles Grinnell, WSKI Montpelier, was named temporary secretary. Elections will be held at a meeting scheduled during a summer BAB sales clinic.

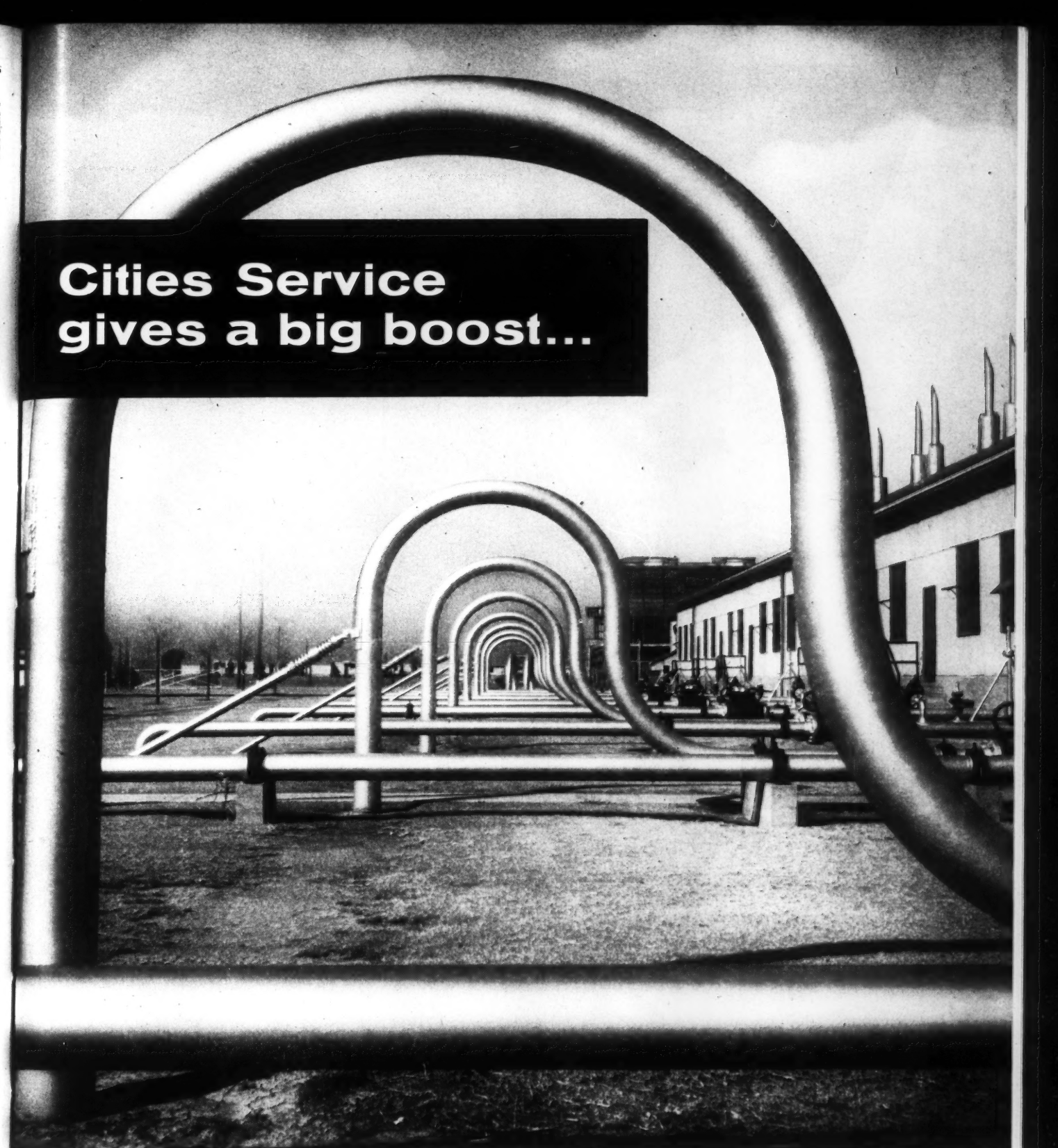
On the by-laws committee for the Vermont association are A. E. Spokes, WJOY Burlington; Lloyd Squier, WDEV Waterbury, and Mr. Finney.

TRADE ASSNS. PEOPLE

Robert M. Hixon, president, Hixson & Jorgensen Inc., L. A., named chairman, advertising committee, Southern California chapter of American Assn. of Advertising Agencies, with **Paul Jordan,** owner, The Jordan Co., L. A., legislative chairman; **Henry Mayers,** president, The Mayers Co., L. A., media relations chairman; **Dave Fenwick,** account executive, Calkins & Holden Inc., L. A., member relations chairman; **Jim Felton,** publicity director, Foote, Cone & Belding, L. A., publicity chairman; **Bob Klitten,** president, Martin R. Klitten Co., L. A., projects chairman; **Ken Stricker,** copy chief, McCann-Erickson Inc., L. A., AAAA examinations chairman; **Al Atherton,** owner, Atherton Adv. Agency, Hollywood, membership attendance chairman; **Gene Duckwall,** business manager, Foote, Cone & Belding, L. A., education chairman; **John Weiser,** vice president and West Coast manager, Ruthrauff & Ryan Inc., L. A., Community Chest chairman; **Hilly Sanders,** vice president in charge of radio-tv, Dan B. Miner Co., L. A., radio-tv chairman; **Carl Heintz,** president, Heintz & Co., L. A., speakers bureau chairman, and **C. E. Staudinger,** vice president, Warwick & Legler Inc., L. A., chapter programs.

Frederick Sykes, manager, Long Beach, Calif., Retailers Associated, elected president, Long Beach Advertising Club, with **Harold L. Wertz,** publisher, *Long Beach Public Employees* magazine, first vice president; **Kenneth W. Jackson,** vice president, Jackson Printing Co., second vice president; **Betty Lou Frost,** account executive, *Long Beach Shopper's News*, secretary, and **Howard F. Benson,** president, Benson Co., treasurer.

Jack Abrams, Birds-Eye Div., General Foods Corp., L. A., elected president, Junior Adver-



Every minute, day in day out, 1,200,000 cubic feet of natural gas are pushed through pipe lines by the 220,000 horsepower in our booster stations.

CITIES SERVICE

A Growth Company

W B C

KYW • WPTZ (T Philad

Saturday Night in Philadelphia

From Shenandoah, Pa. to Cape May, N. J., people move back the rugs and a decade or so. People in their thirties. They dance again to the bands they knew. Glenn Miller. Dorsey. Artie Shaw. Goodman.

Or maybe they just remember as the records spin the stories of every listener who danced through that wonderful era.

It's radio station KYW's four-hour Saturday Night Dance Party.

Folks from thirty to forty years old have themselves a ball. They've made this the most popular local radio show in Philadelphia. So, advertisers can have themselves a ball, too. Because these are the very people who buy household goods, food, clothes, cars and 'most everything else advertisers have to sell.

But big loyal audiences like this are delivered wherever WBC stations send out their powerful 50,000-watt signals—Portland, Fort Wayne, Pittsburgh, Philadelphia, Boston. If you want to sell more in these markets, why don't you call the stations or Eldon Campbell, WBC National Sales Manager, at Plaza 1-2700, New York City?

WESTINGHOUSE BROADCASTING COMPANY, INC.

Philadelphia; **WBZ-WBZA • WBZ-TV**—*Boston;* **KDKA**—*Pittsburgh;* **WOWO**—*Fort Wayne;* **KEX**—*Portland, Ore.*

Exclusive National Representatives: FREE & PETERS, INC., 444 Madison Avenue, New York 22, N.Y.

tising Club of Los Angeles, with **Patricia Daniels,** Elgin-Davis Studios, as first vice president, and **James F. Monohan,** Reuben H. Donnelley Corp., second vice president. Other elections: **Mark Brooks,** Einson-Freeman Co., treasurer; **Terri Howard,** *Harper's Bazaar* magazine, recording secretary, and **Dorothy Textor,** ABC Hollywood, corresponding secretary. Elected to board: **William Campbell,** Certified Grocers Inc.; **Ray Sinnott,** L. A. Better Business Bureau; **Cynthia Lawrence,** W. H. Hunt & Assoc.; **Rosemary Locas,** May Co. dept. stores; **Jane Catlin,** William W. Harvey Co.; **Edwin F. Wirsing,** Union Bank & Trust Co. and retiring president, JACLA; **Eve Carney,** Rhoades & Davis; **Sally Thayer,** May Co. dept. stores; and **Allen Gardner,** Gardner Pictures.

Sally Haney Stevens, Hollywood tv writer-producer, appointed secretary to treasurer, Academy of Television Arts and Sciences, succeeding **Isabelle Pantone,** who resigned from that elected office but continues as executive secretary to ATAS.

Myrtle Labbit, CKLW Detroit, elected central chairman, Ohio chapter, American Women in Radio and Television. Other appointments: **Ella Mae Casteel,** WKBN Youngstown, state chairman, **Jean Shea,** WBNS-TV Columbus, state treasurer; **Marjory Marriner,** WFMJ Youngstown, corresponding secretary; **Penny Pruden,** WLW Cincinnati, membership chairman, and **Jean Elliot,** WCUE Akron, Ohio, president. Elected to board: **Dorothy Fuldheim,** WEWS (TV) Cleveland; **Eleanor Hansen,** WHK Cleveland; **Kathy Doneges,** WATG Ashland; **Kit Fox,** WLWT (TV) Cincinnati, and **Margo Graham,** WHIO Dayton. **Mary Holt,** WSRS, WJMO Cleveland, named recording secretary and **Barbara Snyder,** WXEL (TV) Cleveland, named publicity chairman.

NEWLY-ELECTED officers of the Radio-Tv Women of Southern California are (l to r): seated, Helen Parrish, women's feature editor on Columbia Television Pacific Network *Panorama Pacific,* first vice president; Jeanne Gray, radio-tv actress-producer, re-elected president; Betty Hartlane, ABC Hollywood director of guest relations, recording secretary; standing, Edith Todesca, CBS Hollywood director of employment, second vice president; Isabelle Pantone, executive secretary of Academy of Television Arts & Sciences, treasurer, and Marion Vilmure, assistant media buyer for Stromberger, LaVene & McKenzie, corresponding secretary.

Pockets for Radios Predicted at BMI Clinic

POCKET radios will become so common that clothing manufacturers will design garments to accommodate them, Idaho Broadcasters Assn. was told at a BMI program clinic held recently in Pocatello. "Through extensive acceptance and use of pocket radios," it was stated by Dr. Carl W. McIntosh, president of Idaho State College, "broadcasting will reach a vast audience, at present untouched, during non-productive non-leisure time."

Citing examples of daily living in which a pocket radio will be used, Dr. McIntosh said these devices "would be another means by which broadcasting would retain its position in the fields of entertainment and news dissemination."

He defended broadcasting against critics "who decry the quality of some programs" as well as charging the industry with a preponderance of "whodunits." He contended no age "has a monopoly on good literature. Nor can any one medium say that it alone is the carrier of good literature. Some of our classics, if translated into modern whodunits language, would make current mysteries seem tame." He gave a brief summary of the plot of Hamlet, in which most of the major characters are either murder victims or suicides, tracing their untimely deaths in a manner that modern mysteries would hardly dare to copy for fear of "cries to the skies" by "do-gooders" who would probably boycott the entire radio industry.

Burt Defends Facts Forum Against Nat'l Issues Group

HARDY BURT, head of Hardy Burt & Assoc., New York, and producer-moderator of Facts Forum's *State of the Nation,* has charged the National Issues Committee with trying to "enforce a system of thought control in the United States" and attempting to "intimidate" Mutual Broadcasting System.

In a letter to Don Pryor, executive director of NIC, Mr. Burt accused NIC of "trying to sabotage" *State of the Nation,* produced for Facts Forum and broadcast on MBS [B•T, April 26], and *Reporter's Roundup,* produced and aired by Mutual in cooperation with Facts Forum. NIC earlier this month protested an MBS agreement with Facts Forum to produce the latter program [B•T, March 29], along with *State of the Nation,* citing the "expanding influence of extremist organizations" [AT DEADLINE, June 14]. At that time Mr. Pryor announced his intention to file a protest with FCC. Mrs. Eleanor Roosevelt is national chairman of NIC.

In his letter to Mr. Pryor, Mr. Burt said: "It is obvious that you are interested in having only one side of any public issue discussed or aired. You are not interested in honest debate; your interest is in propaganda."

BMI Says Historical Series In Heavy Demand by Stations

APPEAL of *The American Story,* new BMI historical series [B•T, May 31], is so strong and broadcasters are so eager to participate in presenting it to their listeners that five New York stations—WNBC, WOR, WNEW, WOV and WNYC—have abandoned their normal "exclusivity" policies and are all going to carry this new series, Carl Haverlin, BMI president has announced.

Series, prepared in association with the Society of American Historians and written by more than 60 of the country's leading historians, may be started on July 4 or any day thereafter, Mr. Haverlin said, reporting that nearly 3,000 sets of the first seven scripts were being mailed to radio stations across the country.

Programs, in addition to the narrator, call for musical backgrounds and bridges that may be either live or recorded and BMI has prepared an over-all folk music cue-sheet listing recordings and published music currently available for use in emphasizing and highlighting the stories.

Every station in Utah will broadcast *The American Story,* starting July 4, Mr. Haverlin reported June 18, following a BMI clinic in Salt Lake City, with 85 Utah broadcasters in attendance.

BMI, AMP Offices Moves

BROADCAST MUSIC Inc. has moved into new offices at 589 Fifth Ave., New York, occupying some 21,000 square feet on the seventh and eighth floors. New BMI phone number is Plaza 9-1500. Associated Music Publishers, wholly-owned BMI subsidiary, also moved to 589 Fifth Ave. AMP's new phone number is Plaza 9-8470. BMI and AMP are retaining about 10,500 square feet at 580 Fifth Ave., BMI's former quarters. AMP was formerly at 25 W. 45th St.

WBS Signs 225 Stations

MORE THAN 225 stations have signed contracts for the World Broadcasting System's new open end ComET plan, Dick Lawrence, WBS sales manager, has reported. Under the plan, World provides a subscriber—free of talent or program charges—a one-hour show, five days a week [B•T, May 31].

SERVICES PEOPLE

Ralph A. Rogers, cameraman-producer, 20th Century Fox Studios, to Mitchell Gertz Agency, Beverly Hills, as head of tv department to package shows.

Barbara Scruggs named executive producer, J&J Radio & Television Productions, Dallas.

Ed R. Lewis, sales manager, Telenews Productions Inc., N. Y., has resigned. His future plans have not been announced.

William F. Tyree, Pacific northwest radio editor, United Press Assn., Portland, Ore., to UP Movietone News, Hollywood, as western director of expanded tv operation.

Ern Westmore, star of his own show, currently on WABC-TV New York, and new associates assume control of the package, taking over 50% interest held by Hallmark Productions Inc., Hollywood. **Kroger Babb** has resigned as producer.

Jim Hawthorne, KTLA (TV) Hollywood comic personality, forms Hawthorne Productions, same city, to package own radio programs for national distribution.

Joseph Hatt-Cook, formerly of CBW Winnipeg, Man., and CKRM Regina, Sask., to promotion-publicity dept., S. W. Caldwell Ltd., Toronto, radio and tv package program distributors.

Mary Markham, assistant producer, Peter Potter Enterprises, Hollywood, forms own production-packaging firm, that city, with offices at 1512 Crossroads-of-the-World.

It's a Happy Marriage!

(You can tell by our Pulse)

IT'S been a wonderful year—this first year of KQV's association with CBS Radio. Naturally our ratings are up—and our "Pulse" beat gets stronger with each successive report.

Since last August, KQV has led all other stations in program "Firsts" in Pittsburgh, according to Pulse Surveys. This margin of leadership continues to grow with each survey.

And *now,* on this happy anniversary, the latest Pulse Survey of our Half MV/V area—covering all or part of nine rich, suburban counties—and including 25 stations . . . shows that—

—KQV's ratings outside of Pittsburgh coincide almost perfectly with KQV's top Pittsburgh ratings!

Certainly we hope our union will be blessed with many—happy clients. All you have to do to share in the bliss is ask a KQV salesman or your Raymer man.

KQV

CBS Radio IN PITTSBURGH

W&D 5257

National Rep: PAUL H. RAYMER Co. New York • Chicago • Detroit • San Francisco • Hollywood • Atlanta • Dallas

#1
in the morning!
#1
in the afternoon!
#1
in the evening!
IN
Winston-Salem
NORTH CAROLINA
. . . the hub of a rich, fast-growing 15 county market in the industrial heart of the . . .
#1
State in the South
Whatever your product or service—you will sell more of it faster to more people when you use the . . . . . .
#1
STATION
NBC AFFILIATE
600 KC—5 KW
AM - FM
WSJS
Represented by
HEADLEY-REED CO.

DOERFER APPEARS CERTAIN TO WIN COMMITTEE APPROVAL

Senate Commerce Committee might even issue unanimous approval of Commissioner's 7-year reappointment after dramatic sessions last of Commissioner's reappointment after dramatic sessions last week.

THE Senate Commerce Committee meets today to determine whether to recommend the reappointment of Comr. John C. Doerfer to a full seven-year term on the FCC—with every indication that it may give the nominee a unanimous vote of confidence.

This appeared to be the result of the seeming collapse of charges against Mr. Doerfer made under oath by broadcaster-publisher-industrialist Edward Lamb of Toledo, Ohio.

Mr. Lamb charged Wednesday morning that Mr. Doerfer was playing politics and had prejudged him. One of Mr. Lamb's applications has been set for hearing on the ground that he concealed communist party and communist association activities [B•T, Oct. 26, 1953 *et seq.*].

Mr. Doerfer categorically denied most of Mr. Lamb's testimony Thursday morning. Corroborating Mr. Doerfer's version of a Sept. 11, 1953, meeting with Mr. Lamb was Benito Gaguine, former FCC examiner and legal aide to Chairman Rosel H. Hyde, and now with the Washington and New York radio law firm of Fly, Shuebruk, Blume & Gaguine. That firm until recently represented Mr. Lamb's radio and television activities. Mr. Gaguine, who was present at the September meeting, was called to the stand and declared that Comr. Doerfer's recollection of that meeting was "substantially correct." Both Mr. Doerfer and Mr. Gaguine were under oath.

Mr. Gaguine had been "invited" to testify by Committee Chairman John W. Bricker (R-Ohio).

Among the charges Mr. Lamb made was that Mr. Doerfer had said to him, in response to his volunteering that he had once been a Republican: "it's too bad you're still not a Republican." Mr. Lamb also charged that Mr. Doerfer, without authority, had inquired into his political, social and economic beliefs and also into his financial qualifications. This Mr. Doerfer also categorically denied.

Mr. Lamb also alleged that Chairman Hyde told him that the treatment he was getting was "terribly unfair" but that he could do nothing and that Mr. Doerfer was the "key" to the affair.

Mr. Gaguine told the Senate committee that he could not recall Mr. Hyde saying anything like that.

A packed committee room and a virtually full committee heard Mr. Doerfer state that he had urged the Commission to give Mr. Lamb a full bill of particulars on the charges, but that he had been overruled by his colleagues. Their attitude, Mr. Doerfer said, was that until the charges had been sifted and put into "probative form" it would be unfair to release the details.

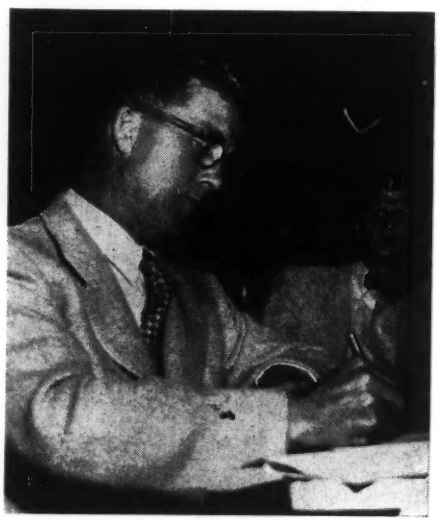
Mr. Doerfer stated he was going to do all in his power to see that Mr. Lamb got all the details before the hearing date. The hearing has been set for July 28, but the FCC has been enjoined temporarily pending an appeal by Mr. Lamb from a U. S. District Court decision denying his request for a permanent injunction [B•T, June 14, 7].

Key to Mr. Lamb's court appeal is that the Commission has forced the burden of proof on him, instead of the other way around. One of his complaints was that the Commission refused to tell him what are the charges. He also wanted to know who originated these charges.

To counter this, Mr. Doerfer read from the hearing order which established that the FCC is to present its evidence first.

Mr. Doerfer was President Eisenhower's first appointee to the FCC. He was named to succeed former Comr. Robert F. Jones, whose term expires Wednesday. An interim appointment, following Comr. Jones' resignation in 1952, was given by President Truman to Eugene H. Merrill. President Eisenhower sent Mr. Doerfer's name to the Senate in March 1953 and he was confirmed early in April last year.

Prior to the surprise announcment of Mr. Lamb's opposition, earlier last week, it was expected that Mr. Doerfer's appearance before the Senate committee would be routine.



COMR. DOERFER

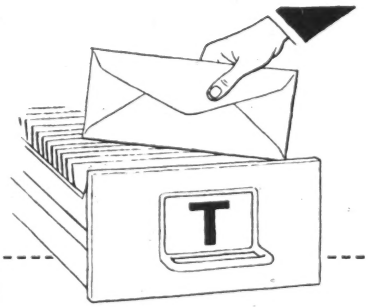
There has been speculation that Mr. Doerfer, following confirmation, would be named FCC chairman. That post was held until April 18 by Mr. Hyde on presidential appointment for one year. Since then, Mr. Hyde has been acting chairman by vote of his fellow commissioners.

It was a complaint from a citizen and from an American Legion Post about Mr. Lamb's alleged communist affiliations that started Mr. Doerfer looking into the case, the Wisconsin Republican told the Senators.

At the next Commission meeting, he said, he asked about Mr. Lamb. He was told, he said, that these allegations had been made before, had been investigated and found to be lacking in proof.

He found quite a dossier on Mr. Lamb in his office files, Mr. Doerfer said. He discovered, he said, that much of the information had never been introduced (it had no "probative value," Mr. Doerfer said). He urged the Commission to run the whole situation down, he said, and to ask the FBI for a complete check on Mr. Lamb.

Subsequent FBI information has unearthed new allegations of a "very derogatory nature," Mr. Doerfer said. Since it is given on a confidential basis, it is necessary for the FCC to check the charges in order to determine whether



LIVE ITEMS FROM OUR MORGUE

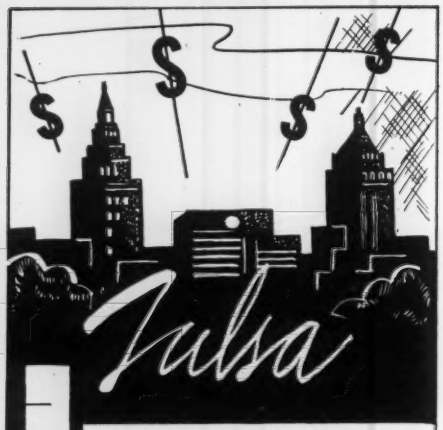
INTERCITY TRUCKS SET NEW SAFETY RECORD WITH AN ACCIDENT RATE OF 0.92 PER 100,000 VEHICLE MILES IN 1952-53!

Continuing a downward trend that sharpened after World War II, the accident rate of intercity common carrier truck fleets reached a new low, in '52-53, of 0.92. This may be compared with 1.37, the rate (for a slightly larger number of fleets reporting to the National Safety Council) in 1951-52. And a further indication of improvement in trucks' record is the 1950-53 three-year accident rate of 0.97, compared with the rate of 1.29 for 1949-52. All figures are from *Accident Facts*, published by the National Safety Council, 1953 and 1954 editions.

We believe they indicate that the trucking industry's long-range programs of driver education and emphasis on safety are producing results that benefit everyone from shippers to the motoring public.

President, American Trucking Associations

AMERICAN TRUCKING INDUSTRY / American Trucking Associations
Washington 6, D. C.



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$158 Million for Food

Bigger Than These States...

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Bigger Than All of . . .

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For the complete, graphic presentation kit, write to: George Ketcham, Promotion Director, KTUL.

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The "HAPPY MEDIUM" Station

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CBS Radio in Tulsa ☆ 5000 Watts day and night

L. A. Blust, Jr., Vice Pres. & Gen. Mgr.
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there is any basis for them, Mr. Doerfer said.

In the FCC's June 4 hearing notice, Mr. Lamb was charged with being a member of the Communist Party of Lucas County, Ohio, from 1944 to 1948, and with having contributed financially to the Communist Party.

Mr. Doerfer denied that he had anything to do with an alleged bribe attempt made while FCC investigators were in Toledo. Mr. Lamb said one person had been offered $1,000 and expenses if he would testify to Mr. Lamb's communist affiliations.

In going through the FCC records on Mr. Lamb, Mr. Doerfer said he found that Mr. Lamb had written a book in 1934 called "Planned Economy of Soviet Russia." Excerpts in his files, Mr. Doerfer said, showed that parts of it were sympathetic to the Soviet system.

He said he had asked Mr. Lamb for a copy of the book at the September meeting, but up to the present had not received one. He said he had called Mr. Lamb's attention at the September meeting to one excerpt from the book which read: "Farmers, laborers and militiamen should take title to the means of production." He said he asked Mr. Lamb if he still subscribed to that philosophy, and that Mr. Lamb replied: "I don't see anything wrong with that."

Mr. Doerfer said that Mr. Lamb was not entirely unaware of the charges against him; they had been aired on the floor of the House of Representatives on a number of occasions.

Mr. Doerfer referred to a list of Mr. Lamb's affiliations in a House Un-American Activities Committee report. He said he felt responsible, in view of the sensitive nature of radio and tv broadcasting to be sure of the loyalty of all licensees. He mentioned the Conelrad counter measures plan, details of which are still classified.

In Conelrad, all radio stations switch to 640 kc or 1240 kc and maintain programming but through a series of switches the origin of the transmissions cannot be pinpointed. This prohibits an enemy pilot from "homing" on a radio beam.

MR. GAGUINE
Takes the oath

As a public official, Mr. Doerfer said he told Mr. Lamb, it is his duty to investigate and "find out where you are going to be when the whirlwind blows. Are you emotionally sound? What is your emotional makeup?"

Mr. Doerfer emphasized that he has not prejudged the case. He insisted that Mr. Lamb would get a fair trial. In fact, he said, although under normal circumstances a preponderance of evidence is all that is required to judge guilt, in this case he was going to insist that it be proved beyond a reasonable doubt.

This brought a commendation from Sen. John O. Pastore (D-R. I.), who has been among the Democratic members of the Committee critical of the handling of the Lamb case:

"If that is your attitude, you're worthy of confirmation."

During this testimony, Mr. Doerfer revealed he had prosecuted 12 labor leaders in West Allis, Mich., where he was city attorney, as an aftermath of the bitter 1941 Allis-Chalmers strike.

Before being appointed to the FCC last year, Mr. Doerfer was chairman of the Wisconsin Public Service Commission.

J. Howard McGrath, Attorney General of the U. S. under President Truman, told the senators Wednesday that Mr. Lamb's treatment at the hands of Comr. Doerfer was "personal, selfish, and politically considered far beyond the scope of his duties . . . without parallel in the history of the FCC."

Mr. Lamb is a highly respected and successful American businessman, Mr. McGrath said, and has sworn a dozen times as to his loyalty.

There is no complaint and never has been any complaint against Mr. Lamb's stations, Mr. McGrath emphasized.

Mr. Lamb laid the entire responsibility for his troubles in the lap of Mr. Doerfer.

He said other commissioners, including Chairman Hyde and Comr. Sterling, told him that the Commission had nothing new in its files, but that Mr. Doerfer held the "key" to his case.

Mr. Lamb said he saw Mr. Doerfer and offered to finance an investigation of himself. He said Mr. Doerfer inquired into his political and social beliefs, his financial qualifications, his clients as an attorney, and the political persuasion of his present attorneys.

Mr. Doerfer also implied that he might regret having been a labor attorney, Mr. Lamb said. Mr. Lamb represented an AFL farmers union and a CIO pottery workers union. This latter representation resulted in the Supreme Court ruling involving portal-to-portal pay.

Relating his receipt of the Commission's McFarland letter alleging that he had been in 1944-48 a member of the Communist Party of Lucas County, Ohio, and of having been listed as a financial contributor to the Communist Party, Mr. Lamb said he had failed to learn the details of the charges and who had made them.

He said the Commission sent three investigators to Toledo, after the McFarland letter was sent March 11. He named them as Walter R. Powell, chief of the Broadcast Bureau's Renewal & Transfer Division; Thomas B. Fitzpatrick and Robert D. J. Leahy, of the same office.

One of the three FCC investigators told one person that "Lamb has a tv station in Erie, Pa., worth $10 million, and we are going to take it away from him," Mr. Lamb said.

Another person gave him an affadavit stating that he was offered $1,000 and expenses to "recall" that Mr. Lamb had attended a 1944 meeting at a place named Lincoln House. This "bribe," Mr. Lamb said in answer to inquiries, was made by a Toledo "anti-communist" who was acting as "liaison" for the FCC investiga-

No McCarthyite

FCC Comr. John C. Doerfer took cognizance of reports that he is a McCarthy plant on the FCC during the Senate Commerce Committee hearings on his nomination for a full re-appointment. He told the committee that Sen. McCarthy has "never called me, never written to me, never asked me for anything."

This came after Sen. A. S. (Mike) Monroney (D-Okla.) had asked him if he was familiar with *Facts Forum*. Mr. Doerfer said he had never heard or seen the program. "I'm afraid," he said, "that when there are two programs on the air, a university of the air and a ball game, I turn to the ball game."

tors. Mr. Lamb said he could not recollect whether he ever attended such a meeting. He said he was active in politics in Ohio at that time and attended and spoke at many meetings.

Mr. Lamb also acknowledged that he had lent his name to many "letterhead" organizations whose purposes seemed to be for good causes.

In an emotionally charged voice, Mr. Lamb swore that he had "never, directly or indirectly, been a communist, associated with communists, or contributed to the Communist Party."

He called the FCC allegations a "planned

EDWARD LAMB (l), broadcaster whose renewal of WICU (TV) Erie, Pa., is being held up by FCC pending investigation into allegations of previous communist affiliation, tells the Senate Commerce Committee that Comr. John C. Doerfer has persecuted him because he is a Democrat. Facing camera is Mr. Lamb's counsel and executive vice president of Lamb Enterprises, former U. S. Attorney General J. Howard McGrath.

scheme of economic strangulation," all due to Mr. Doerfer.

Mr. Lamb said that construction of WMAC-TV Massillon, Ohio (ch. 23) and increased power for WICU Erie, Pa. (ch. 12) were being held up by the Commission's action.

He has been hurt in other ways, too, Mr. Lamb said: ". . . my ability to make long-range contacts for programs and advertising has been seriously impaired; my wife and children have been made to feel the calumny of the Commission's charges, and some members of my home community have noticeably withdrawn their open friendship. Because of the unresolved charges, some businessmen have been reluctant to enter into advertising contracts with me and my entire relationship with my neighbors has been altered to my detriment."

Mr. Lamb owns, in addition to the two tv stations, WIKK Erie, WTOD and WTRT (FM) Toledo, WHOO-AM-FM Orlando, Fla. Purchase of ch. 47 WTVQ (TV) Pittsburgh, is pending Commission approval. Mr. Lamb once owned WTVN (TV) Columbus, Ohio, on ch. 6, but sold it to the Taft interests (WKRC-*Cincinnati Times-Star)* last year for $1.5 million. He also owns the *Erie Dispatch* and several manufacturing companies.

Mr. Lamb said he is a victim of a "vicious and depraved attack."

Support for Mr. Lamb was furnished by

the lion's share

is mighty big in the norfolk market

Nielsen circulation shows that WTAR reaches more than twice as many homes as the second station, more than the next two combined. Pulse shows WTAR first in average audience morning, afternoon and night. You'll get "the lion's share" of results in America's 25th market when you put your sales message where it reaches the audience.

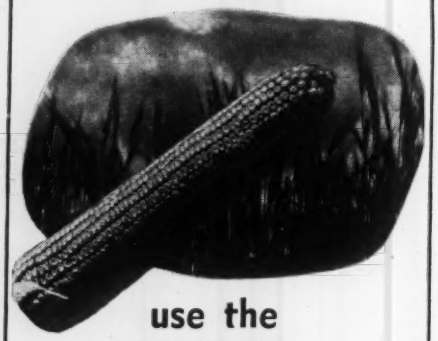
C B S Radio

Buy Only WTAR RADIO *to Sell America's Miracle Market*

NORFOLK

REPRESENTED BY EDWARD PETRY & CO. INC.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW, WIBW-TV, KCKN

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Another Reason Why Morning Radio PAYS OFF for WSYR Advertisers

WSYR Timekeeper, Elliott Gove

Central New York's most popular timekeeper on Central New York's top-rated local morning program. At least five years' continuous sponsorship by more than half of the present sponsors. Participating, Monday through Saturday,

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WSYR SYRACUSE 570 KC

NBC AFFILIATE

Bills Delayed

LENGTH of the Senate Interstate & Foreign Commerce Committee hearing on the renomination of John C. Doerfer to the FCC forced the group last week to defer consideration of pending bills. Among the legislation held up until today (Monday) when a regular executive session will be held was the Justice Dept.-sponsored anti-gambling bill (S 3542). The bill, introduced by Sen. John W. Bricker (R-Ohio), would ban broadcasting and other interstate transmission of "gambling information" on sports events and would require an hour's time lag before details of a horse race or dog race are put on the air [B•T, June 21, 14].

Sen. Estes Kefauver (D-Tenn.). It was also noticeable in the tenor of the questions asked by Democratic members of the committee Wednesday. This changed, however, Thursday.

Mr. Doerfer was endorsed by Senators Alexander Wiley and Joseph R. McCarthy, both Wisconsin Republicans. He was also endorsed by the League of Muncipal Law Officers.

Lamb Issues Not Included In Toledo, Orlando Hearings

TOLEDO, Ohio, ch. 11 tv hearing and the Orlando, Fla., ch. 9 case were scheduled by FCC last week to commence July 23, but without issues pertaining to Edward Lamb in view of pending court action by Mr. Lamb protesting FCC procedure [B•T, June 21].

Mr. Lamb heads WHOO Orlando, one of three ch. 9 applicants, and Unity Corp. Inc., licensee of WTOD Toledo and one of seven contestants there for ch. 11. Mr. Lamb appeared before the Senate Interstate & Foreign Commerce Committee last week to protest confirmation of Comr. John C. Doerfer for a new FCC term (story page 46).

Besides WHOO, other Orlando ch. 9 applicants are WORZ and Mid-Florida Television Corp. Seeking ch. 11 at Toledo in competition with WTOD are Toledo Blade Co., WTOL, Citizens Broadcasting Co., Maumee Valley Broadcasting Co., Great Lakes Broadcasting Co., and Anthony Wayne Television Corp.

FCC said that although no issue was included respecting Mr. Lamb's qualifications, it may in the future add such issues depending on outcome of the court litigation.

PORTLAND CH. 8 GRANT PROPOSED

LAST commercial vhf channel available at Portland, Ore., ch. 8, would be granted to North Pacific Television Inc., chiefly owned by Mrs. A. Scott Bullitt's KING-AM-TV Seattle, according to the recommendation of an FCC hearing examiner's initial decision issued last week.

Examiner Elizabeth C. Smith proposed to deny the competing applications of Westinghouse Broadcasting Co. (KEX Portland), Portland Television Inc. and Cascade Television Co. Latter was declared in default for failure and refusal to complete its case after being denied amendment of its application.

North Pacific was preferred over Westinghouse on the basis of greater diversification of mass media, "the important field of children's programming" and integration of ownership and operation. The decision noted preference for North Pacific "in view of the outstanding record of service and participation in civic and public welfare activities in the community by several of its local stockholders and their proposed relationship to the day-to-day operation of the station.

The examiner found Portland Television preferred over North Pacific only on the issue of diversification of mass media, but noted all other factors were not equal. She ruled in favor of North Pacific over Portland Television on programming, previous experience, staff and expectation of fulfilling its proposals on the basis of past performance.

North Pacific is owned 59.97% by KING Broadcasting Co., operator of KING-AM-TV. Mrs. Bullitt, KING president, is executive vice president of North Pacific. President is Gordon C. Orput, 6% owner, Portland insurance executive. Three other Portland businessmen are officers and 11% owners. They are Vice President Paul F. Murphy, real estate; Vice President Henry A. Kuckenberg, contractor, and Treasurer W. Calder McCall, petroleum products distributor.

Westinghouse late last week announced it would appeal the initial ruling and file exceptions. WBC, aside from KEX, operates WBZ-AM-FM-TV Boston, WBZA-AM-FM Springfield, Mass., WOWO-AM-FM Fort Wayne, Ind., KDKA Pittsburgh, KYW-AM-FM and WPTZ (TV) Philadelphia and has purchased KPIX (TV) San Francisco for $6 million, subject to FCC approval.

Portland Television is owned substantially by Portland businessmen, headed by banker Ralph E. Williams Jr., president and 25% owner. Former Portland resident Caroline Burke, now tv producer with NBC New York, is first vice president and 17% owner. She was described as "prime mover" in organization of the tv applicant.

Cascade Television is headed by George C. Sheahan, chief owner of United Petroleum Corp., and David McKay, chief owner of KOLO Reno and KORK Las Vegas and 49% owner KGYW Vallejo, Calif.

The tv situation in Portland now shows KOIN-TV, operating on ch. 6 while ch. 12 is in hearing status, an initial decision having been issued earlier favoring Oregon Television Inc. [B•T, Nov. 23, 1953]. Pioneer uhf outlet KPTV (TV) is operating on ch. 27. No bids pend for ch. 10 (reserved for education) or ch. 21.

Clements Takes Hunt Place On Senate Committee

DEMOCRATIC leadership in the Senate last Thursday assigned Sen. Earle C. Clements (D-Ky.) to the Senate Interstate & Foreign Commerce Committee.

Sen. Clements fills the vacancy caused by the death of Sen. Lester C. Hunt (D-Wyo.). Sen. Clements, former Kentucky governor, has served in the U. S. Senate since Nov. 27, 1950. His term expires January 1957. Sen. Clements was shifted to Commerce from the Senate Interior Committee.

As of last week, no decision had been made as to who will succeed to Sen. Hunt's Communications Subcommittee post. Leading contender, according to Capitol Hill sources, is Sen. A. S. Mike Monroney (D-Okla.) who in the past has expressed interest in serving on the subcommittee.

Sen. Hunt, 61, died June 19 from a bullet wound which police said was self-inflicted. The Senator was found in his Washington office. A .22 caliber rifle was near his chair.

Meanwhile, Wyoming Gov. C. J. Rogers Thursday appointed E. D. (Ted) Crippa, a Republican, to fill out the unexpired term of Sen. Hunt. He is from Rock Springs. The term he fills expires next January.

POTTER COMMITTEE MAY NAME INTERMIXTURE STUDY GROUP

As FCC, network, vhf and uhf representatives concluded their presentations, it was apparent that the industry may be asked to join in an independent study to overcome uhf-vhf intermixture problems.

PRESSURE on the Senate Communications Subcommittee to find a way out of the uhf dilemma soon may boil over with an industry-Senate-FCC attempt to overhaul portions of the present allocation system by concentrating on the problem of intermixed markets.

Top tv industry experts may be called upon to analyze the channel allocations with "de-intermixture" the goal of their search.

The possibility of such a study increased last week as various spokesmen for vhf, uhf and network operators appeared to be reaching an accord that something in the manner of a supra-committee should be appointed on the intermixture problem.

The study of intermixed markets loomed as the subcommittee prepared to consult with FCC and perhaps with top technical people in the industry. This would be a preliminary step toward more concrete action.

The date for this preliminary meeting, which will be held at the Capitol behind closed doors, had not been fixed last week but Sen. Charles E. Potter (R-Mich.), subcommittee chairman, planned for early this week.

The proposal for an independent investigation of intermixed markets (wherein both uhf and vhf stations are assigned in the same coverage area) was emphasized in testimony of vhf and network spokesmen. First uhf reaction, as expressed Tuesday by Benedict Cottone, counsel for the UHF Industry Coordinating Committee, was to accept the idea as having merit, although he cautioned against undue delay.

The *ad hoc* committee, set up by the Potter group, would function as an advisory unit.

Also proposed in the final day (Tuesday) of the uhf hearing by the vhf group were moves to enhance the economics of tv. These included an all out campaign to eliminate immediately the excise tax on all-channel receivers coupled with suggested legislation to exempt manufacturers from anti-trust prosecution should they agree to band together to produce uhf-vhf tuned sets. Another recommendation was that of increasing the supply of tv films for stations through tax inducements.

The uhf hearing hummed along to its conclusion Tuesday. The 1:30 to 5 p.m. session wound up the hearing with FCC Chairman Rosel H. Hyde, who had been lead-off witness May 19, delivering the final testimony.

Witnesses, in the order of their appearance: Joseph V. Heffernan, vice president of NBC-TV; Mr. Cottone; William A. Roberts, general counsel, UHF Tv Assn.; Comr. Frieda B. Hennock; W. Theodore Pierson, representing vhf stations, and Chairman Hyde.

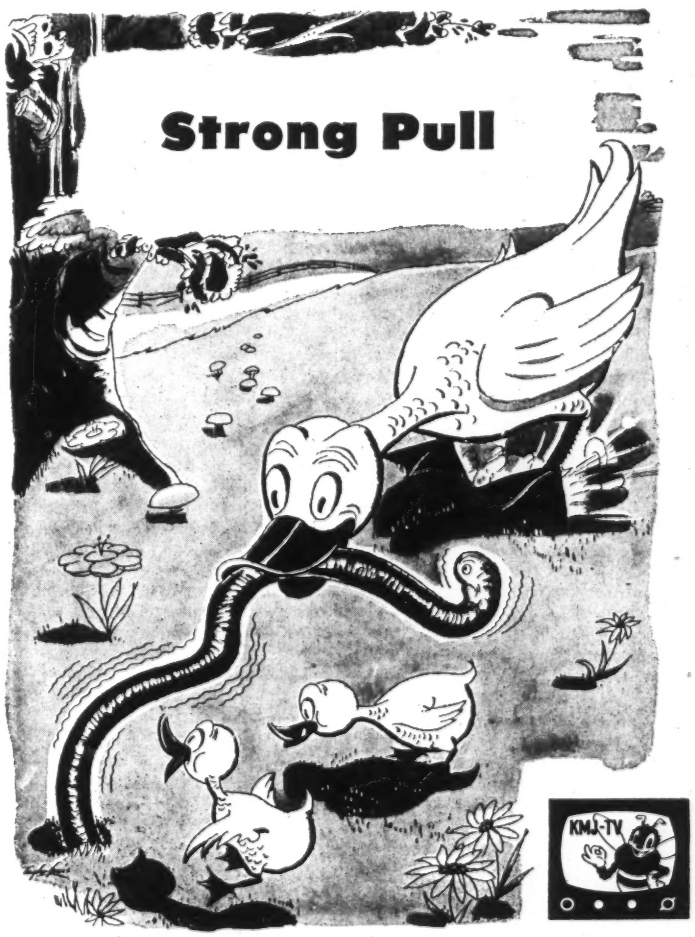
Much of the material presented by witnesses was repetition of that already in the record. Generally, testimony summed up the uhf and vhf positions, along with re-emphasis of FCC's position as given by Chairman Hyde.

On deck were Subcommittee Chairman Potter and Sen. Eva Bowring (R-Neb.). Sen. Potter took a direct lead, pinpointing various parts of testimony and interjecting questions. Mrs. Bowring had only a few inquiries.

When Chairman Hyde completed his testimony, Sen. Potter reminded that the subcommittee is made up of "individual members . . . there will be conflicting views." Commending the witnesses who appeared, Sen. Potter said

That Word Again

CHARLES E. POTTER (R-Mich.), who spent many more hours listening to the McCarthy-Army wrangle than he had to spend with the uhf dilemma, still maintains a sense of humor. During Tuesday's uhf hearing, Joseph V. Heffernan of NBC-TV, in speaking about color tv, said, "We feel strongly that color television should not be made a hostage in the contest here between uhf and vhf." Sen. Potter smilingly commented: "I am sensitive to the word 'hostage.'"



. . . keeps viewers tuned to

KMJ·TV

FRESNO • CHANNEL 24

the FIRST TV station in California's San Joaquin Valley

KMJ-TV pioneered television in this important *inland* California market. The strong pull of top local programming plus NBC and CBS network shows continue to make it this area's most-tuned-to TV station. *KMJ-TV is your best buy in the Valley.*

Paul H. Raymer, National Representative

WHBF-tv
CBS for the Quad-Cities
is now operating on 100,000 watts
•
This maximum power covers the Quad-Cities and the surrounding trade area . . . a total of 264,800 TV set owners.
Les Johnson, V.P. and Gen. Mgr.

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

he knew there were bound to be "conflicting or contrary views or interests."

Sen. Potter frankly stated the "problem . . . was not easy to solve" but that "I have found very few problems easy to solve." The decision by the Commerce committee, regardless of what it will be, he warned, "may not be in accord with all." He said the subcommittee, however, was being guided by the public's interest.

He said there would be no "half-hearted decisions," that the subcommittee would "act immediately" as soon as a subcommittee replacement was named for Sen. Lester C. Hunt (D-Wyo.) who died June 19 (story page 50). The hearing had been delayed one day by Sen. Hunt's death.

Sen. Potter also declared that the subcommittee would meet with the FCC and perhaps also with independent counsel. He said the group might have to "search deeper" into the uhf question than had the hearing itself. Sen. Potter also mentioned that many members of Congress were continually receiving communications on the subject.

As the hearing got underway with Mr. Heffernan on the stand, Sen. Potter asked the witness how much of the advertising dollar goes into television. Mr. Heffernan said the latest figures available showed less than 10% of the ad dollar being spent for tv but acknowledged that the medium was growing at a rate comparable to its expanding position in the advertising field.

Mr. Heffernan in the course of his testimony also placed particular emphasis on the rise of national spot business as a formidable competitor to the national networks. National spot, he said, is directly competitive.

Spot revenue is "extensive and substantial," Mr. Heffernan said—"It runs into the many millions." He explained the differences in operational expenses in comparing national spot to straight network business.

Potter Asks Heffernan

Mr. Heffernan also was asked by Sen. Potter to comment on subscription tv; uhf vs. vhf markets; color tv; vhf losses.

On subscription tv, the NBC executive said this was an economic problem. He said there now are 30 million tv sets. Conversion for subscription broadcast reception would average about $50 per set. Thus the cost for converting only 1/30th of the nation's sets, one million receivers, would be about $50 million.

Mr. Heffernan said subscription tv may be able to supplement current tv service. Box-office tv is particularly advantageous in presenting special events but, he noted, these come only periodically, and so far as competition goes, NBC-TV would "welcome the system" for any competition is good for the tv industry.

Mr. Heffernan and Sen. Potter also discussed the Hinshaw bill (before the House Interstate & Foreign Commerce Committee) which would define whether subscription tv would be operated as a common carrier or under private enterprise. Sen. Potter commented that it was an area yet to be explored, although "probably not this year."

Advertisers do inquire into circulation when they buy network time, Mr. Heffernan told the subcommittee. In answering Sen. Potter's query as to the advertiser inclination not to buy uhf in a market where vhf also is available, Mr. Heffernan thought the advertiser's emphasis is on circulation and "markets" rather than whether uhf is comparable to vhf in any given coverage area.

In his prepared testimony, Mr. Heffernan said NBC could report that, "in taking on these uhf affiliates, we have on the average succeeded in selling them to advertisers substantially to the same extent as our vhf affiliates in comparable markets."

A very recent network sampling of advertising buying on 40 uhf affiliates showed 10.6 hours per week purchased on uhf and 11 hours per week purchased on comparable vhf affiliate stations, Mr. Heffernan disclosed. [NBC-TV as of June 1 had 46 uhf affiliates.]

On color tv, Mr. Heffernan said that RCA has sold about 5,000 color sets and other manufacturers have sold from 2-5,000 color receivers. Average cost of an RCA color receiver is $1,000, he said, although the cost is expected to be lowered.

More Uhf to Get Color

NBC expects to increase the number of uhf stations which will be broadcasting its color programs, he said.

Mr. Heffernan in commenting on vhf losses said FCC financial data for 1952 showed nine of the 14 tv stations in New York and Los Angeles reporting losses. Average loss was $457,000 a year for each of the nine.

NBC-TV, he said, (1) supports Sen. Edwin C. Johnson's (D-Colo.) proposal to remove the excise tax on all-channel sets; (2) finds the suggestion to limit color tv broadcasting to uhf "the most unsound proposal put forward by anyone," (3) favors a boost in the multiple ownership rule to permit an owner to increase his tv station holdings to seven, including at least two uhf [as proposed by FCC]; (4) backs booster and satellite stations for both uhf and vhf operations; (5) wants caution in any study of eliminating intermixture in markets.

The latter suggestion came under fire by Miss Hennock, who in effect termed it a delaying tactic. Later, Mr. Heffernan countered by charging that Miss Hennock had "misconstrued" NBC-TV's position on intermixture. He explained that at the moment, manufacturers are being urged to produce all-channel receivers. Should intermixture be studied with a view to eliminating it, the manufacture of all-band sets may be hampered, he said.

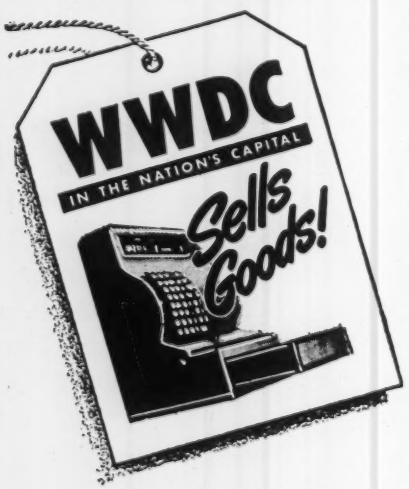
Mr. Heffernan in his statement outlined NBC-RCA research and development of uhf as a medium, noting, "NBC is willing to operate uhf stations in intermixed markets and promote them to the fullest." He said the network realizes it will lose money for some time by doing this.

Top proposals made by Mr. Pierson in his testimony:

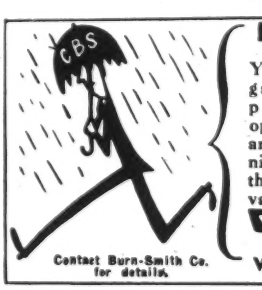
A uhf remedy of eliminating intermixture would be a drastic one because of injury to the public. The subcommittee should exhaust other approaches first. Foremost among the alternatives would be to immediately turn over the problem of intermixture to the FCC and establish an *ad hoc* committee.

There should be a drive to boost circulation of uhf-vhf sets by limiting vhf-only sets via the adoption of the Johnson amendment. Restric-

The "RESULTS" STATION in Washington



Represented Nationally by John Blair & Co.



RAIN?
Yes, it rains profits galore when you pick WWPA to open people's purses and keep 'em running into stores in this great Pennsylvania market!
WWPA
Williamsport, Pa.
Contact Burn-Smith Co. for details.

tion of interstate shipments as proposed by Miss Hennock, he suggested only as a last resort because of many legal problems. Best solution suggested: Subcommittee should seek a Justice Dept. opinion on anti-trust exemption for an agreement among manufacturers on a voluntary pact to produce all-channel receivers only. If they could be exempt from anti-trust laws, then Congress could legislate on the agreement procedure, permitting FCC to work with manufacturers.

Congress possibly could do something that might reduce the price of film which could be released by motion picture producers through the granting of certain tax inducements.

While on the one hand encouraging film to be released from storage, tax inducements to stars, writers and directors could stimulate the flow of new tv film to stations, he said. Agent for this would be the "collapsible corporation" which could be made legal for a certain time period. This, Mr. Pierson said, would increase the supply of high quality film, provide the film to stations at a lower cost and help both uhf and vhf operators.

In his testimony, Chairman Hyde declared that the current situation brings forth an economic challenge to the tv industry.

Emphasizes Streamlining

Chairman Hyde stressed that the expediting procedures—leading to mergers, priorities, etc. —adopted by the Commission were in reality the cutting of red tape and streamlining.

[Also see page 89 for FCC data submitted to the subcommittee.]

Mr. Cottone, in summarizing the uhf operator position, noted that most of the witnesses, with possible exception of the vhf operator group, are in "harmony" in their beliefs that a critical situation faces uhf today. Uhf is at a disadvantage where it is in competition with multiple tv service in the same market, he said.

Mr. Cottone said the "disparity" in facilities for uhf "is the knife in the very heart" of the medium's ability to compete for the advertising dollar, for network programs and "for the other wherewithal which makes possible local program service in the public interest."

During his testimony, Mr. Cottone asked the subcommittee to look into mergers and drop-outs by requesting FCC to submit details as to the transactions and the amounts paid for withdrawal. He said he was preparing a memorandum on the subject for the subcommittee.

Throughout his testimony, Mr. Cottone stressed the necessity for a change in the allocation system "if nationwide competitive television service is to be a reality rather than a mere hope."

Both Mr. Cottone and later Miss Hennock asserted this probably would be the last chance for government to solve uhf's problem.

Running down the list of major witnesses, Mr. Cottone saw in their testimony some agreement that reallocation is "the logical means to a desired end." His analysis in brief: Uhf group is unanimous; NARTB recognizes need for action but does not suggest method; DuMont concedes reallocation is needed although the uhf group does not agree to the DTN solution; ABC recognizes need; CBS has come forward with recognition of a reallocation; NBC nods in that direction. Differences, he said, would be in the expedition.

Mr. Cottone spent some time countering point-by-point the testimony of CBS President Frank Stanton and Mr. Pierson, given earlier in the hearing. He disagreed with Dr. Stanton's attack on any freeze being set now and the placing of all tv into uhf. The latter situation —necessitating set replacement—he compared

Advertisement

From where I sit
by Joe Marsh

What's New with Cows?

Catching up on my reading, I noticed three news items you might like to know about.

First, a farmer whose cows' milk had a trace of garlic flavor is now feeding his herd chlorophyll to help sweeten their breaths.

Next, a college agricultural station has trained a herd to get milked when they are called by number. Seems 75 out of 80 cows learned their numbers in a few days. Guess the "dumb" five couldn't count that high. Final item—cows are getting "nose-printed" for identification.

From where I sit, I hope there is as much progress being made with human beings . . . especially in regard to tolerance. Whether it's a choice of a political party, a basketball team, or a favorite beverage, let's learn to live and let live a little more. You may ask for a soft drink after a hard day's work—I'll choose a refreshing glass of beer. But let's not try to "cow" the other fellow into our way of thinking!

Joe Marsh

Copyright, 1954, United States Brewers Foundation

to the problem before the FCC in adopting the Columbia color tv system.

Mr. Cottone said his group endorses Dr. Stanton's stand and that of others who ask for a study of de-intermixture. But, he warned, such a fact-finding should be accomplished speedily.

Mr. Roberts said he stood "precisely" on the initial proposals of the uhf group he represents. He said the problem narrows down to the question of whether tv service is to be provided by a limited number of stations "via high-powered, clear-channel frequencies" or through services "close to the people."

He also challenged the testimony given a fortnight ago by A. Earl Cullum Jr., consulting engineer, who had presented an outline of technical differences between vhf and uhf as background for vhf's greater coverage over uhf [B•T, June 21].

Miss Hennock, punctuating her testimony by pounding the table with her hand and using gestures, warned at the outset she would "pull no punches whatsoever."

'Prophets of Gloom and Doom'

The Commissioner compared the uhf problem to the fate which befell fm, hit at the trade press as "prophets of gloom and doom" and called attention to tv efforts of educators.

Miss Hennock criticized "new expediting procedures" which she said were favorable to am in the time am competed with fm while today they are being used to favor vhf.

In am, she said the favored device was "drop-ins" of new am stations, "made possible by the ingenuity of the engineering profession in devising directional antennas. In television, the favored devices became mergers and 'drop-outs'—thanks to the ingenuity of the legal profession."

Miss Hennock declared, "the networks maybe can never answer why there are so many so-called paper cp's" in uhf.

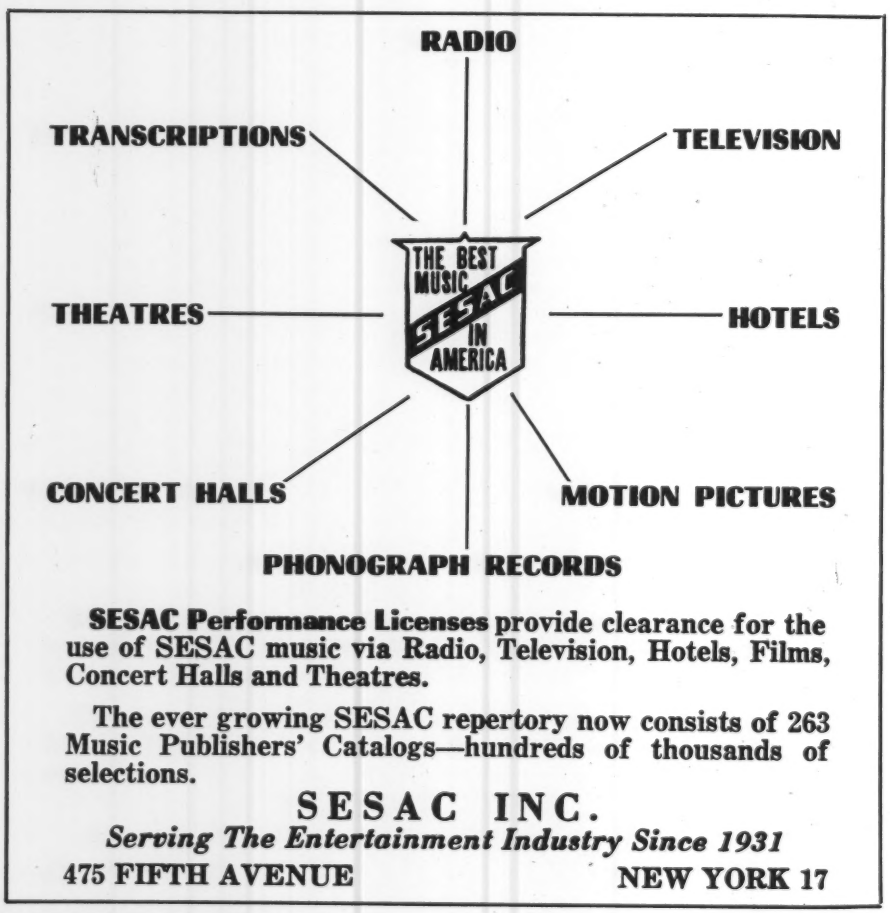
Miss Hennock repeated that the shift of all vhf to uhf in tv would work—a five year period would be all that is needed. Average cost to a vhf station of such a change would be about $100,000. On sets becoming obsolete, Miss Hennock said if color tv makes headway this would to a large extent make obsolete monochrome sets. Announcement of such a shift, she said, would be enough incentive for manufacturers to produce all-channel receivers.

After disposing of the question of intermixture with an opinion that a study of de-intermixture "will not do" and the proposed raise in the multiple ownership rule as only increasing "further ownership of multiple owners," Miss Hennock launched into a defense of educational tv. Her opener: "Covetous eyes have been cast on the vhf channels reserved for educational tv."

Miss Hennock said that if uhf dies, 15 states, some of them the most populous, would be without educational reservations.

She said the committee must move in several directions to aid uhf. Among her proposals: A Senate resolution urging a halt of fall mergers, drop-outs and drop-ins; make network programs available to uhf stations; reinstate cancelled cps of uhf permittees who had requested extensions; increase coverage of uhf stations by boosters; announce that tv would be moved into uhf over a five year period.

Miss Hennock recommended legislation that would bar from interstate shipment any sets that were not all-channel receivers.



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The ever growing SESAC repertory now consists of 263 Music Publishers' Catalogs—hundreds of thousands of selections.

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Excerpts From Uhf Hearing Record

ALTHOUGH the bulk of the Senate Communications Subcommittee's study of uhf problems has been submitted verbally, much detailed evidence has come into the committee's files through statements and letters.

The following excerpts were culled from such statements and correspondence and cover the period since the beginning of this investigation last month [B•T, May 24].

Wilbur M. Havens, WTVR (TV) Richmond, Va. (ch. 6)—Described early struggles of starting tv service, opposes uhf recommendations to move all tv to uhf, eliminate intermixture, establish freeze, etc. Says "many people feel a construction permit is an automatic key to riches." WTVR lost money in 1948 and 1949.

Dana A. Griffin, Communications Measurement Lab., New York—If all tv moved to uhf, suggests band be widened to permit "low cost color television."

A. H. Kirchhofer, WBEN-TV Buffalo, N. Y. (ch. 4)—Calls for elimination of tower height restrictions in Zone 1.

John L. Booth, WBKZ (TV) Battle Creek, Mich. (ch. 64)—Asks for complete use of vhf for all, by reducing Grade B service area of vhf stations, beam tilting, reduction of power, "otherwise this means the death of uhf and the extension of the clear channel psychosis."

Frank Conwell, WKRG Mobile, Ala. (applicant for ch. 5)—Spent $75,000 already in hearing. Maintain *status quo*.

Milton L. Leich, WGBF Evansville, Ind. (applicant for ch. 7)—Spent $35,000 on hearing. Subscribes to vhf group's recommendations.

John Esau, KTVQ (TV) Oklahoma City (ch. 25)—Too many jumped into television expecting a bonanza. Endorses Bricker bill to regulate networks. Refers to WKY-TV "hogging" network programs, terms NBC "malicious in its monopolistic collusion with WKY-TV." Refers to Muskogee ch. 8 case.

John C. Cohan, KSBW-TV Salinas, Calif. (ch. 8)—Termed uhf proposals as "smacking of socialism."

Farris E. Rahall, WQCY (TV) Allentown, Pa. (ch. 39)—Recommended all television be moved to uhf, with present vhf stations given one year transition period to operate on both present and a uhf channel. Suggested possibility of three additional vhf channels from "old fm band," plus other vhf frequencies through use of directional antennas. Also asked that Philadelphia vhf stations be limited in power to cover only Philadelphia.

Ansel E. Gridley, WWOR-TV Worcester, Mass. (ch. 14)—Recommends revision of allocation plan, particularly intermixture; favors "hiatus" on all future grants, vhf and uhf.

Dr. Allen B. DuMont—Answer to reference by Dr. Frank Stanton, CBS president, that DuMont failed to invest profits from manufacturing in network. DuMont has invested more in television network than all profits of manufacturing operations since company began. Claims superior position of CBS and NBC in television due to pre-tv radio affiliations. Refers to freeze and long deliberations on color tv which permitted "greater opportunity to NBC and CBS to achieve their stranglehold." Also rebuts testimony that uhf technically can never be a good service. Cites coming of higher power, better receivers, and questions statements that vhf fills in all shadow areas and uhf can never do so. Cites advantages for uhf—

less interference, absence of multipath effects.

Milton S. Trost, WKLO-TV Louisville, Ky. (ch. 21)—Began operating October 1953, suspended April 1954, with $196,732 in operating losses in addition to $300,000 capital invested in equipment and construction. Garnered 80,000 uhf conversions in market of 200,000 as claimed by one vhf in Louisville or 370,000 as claimed by second vhf station in Louisville. Requests deletion of intermixture, or establishment of third vhf channel in Louisville.

Kenyon Brown, KRTV (TV) Little Rock, Ark. (ch. 17)—Turned in CP because uhf cannot compete with three vhf stations. May be that Little Rock unable to support a fourth station, even a uhf.

Hugh McClung, KHSL-TV Chico, Calif. (ch. 12); **Frank C. Carman,** KUTV (TV) Salt Lake City, Utah (ch. 2); **Donald A. Norman,** Television California, San Francisco, Calif. (applicant for ch. 2)—Joint statement substantially endorsing vhf group's position.

William P. Wright, Sacramento Telecasters Inc., Sacramento, Calif. (applicant for ch. 10)—Endorses vhf group's proposals.

Seymour Krieger, Joint Committee for Educational Television—Refers to Educational Tv and Radio Centre work on programs for edu-

Edward A. Wheeler, WEAW-AM-FM Evanston, Ill.—Objects to references to add vhf channels from fm band.

In addition, the vhf group, under the direction of Washington attorney W. Theodore Pierson, submitted 65 statements from as many vhf broadcasters, all endorsing the vhf position (see preceding story). The 65 numbered 40 operators, 12 permittees and 13 applicants. Those filing were:

WABT (TV) Birmingham, Ala., ch. 13; Mobile Television Corp., Mobile, Ala., applicant ch. 5; South Arkansas Television Co., Eldoradio, Ark., grantee ch. 10; KERO-TV Bakersfield, Calif., ch. 10; California Inland Broadcasting Co., Fresno, Calif., applicant ch. 12; Sacramento Telecasters Inc., Sacramento, Calif., applicant ch. 10; Standard Radio & Television Co. (KXQI), San Jose, Calif., grantee ch. 11; KEYT (TV) Santa Barbara, Calif., ch. 3; Television Diablo Inc. (KHOF), Stockton, Calif., grantee ch. 13; KFXJ-TV Grand Junction, Colo., ch. 5; WNHC-TV New Haven, Conn., ch. 8; North Dade Video Inc., Miami, Fla., applicant ch. 10; WEAT-TV Inc., West Palm Beach, Fla., grantee ch. 12.

Also WLWA (TV) Atlanta, Ga., ch. 11; WMAZ-TV Macon, Ga., ch. 13; KID-TV Idaho Falls, Idaho, ch. 3; WHBF-TV Rock Island, Ill., ch. 4; WOC-TV Davenport, Iowa, ch. 6; KTVH (TV) Hutchinson, Kan., ch. 12; Radio Station KFH Co., Wichita, Kan., applicant ch. 3; WAVE-TV Louisville, Ky., ch. 3; Calcasieu Bcstg. Co., Lake Charles, La., grantee ch. 7; WDSU-TV New Orleans, La., ch. 6; KTBS Inc., Shreveport, La., applicant ch. 3; WBZ-TV Boston, Mass., ch. 4; WKZO-TV Kalamazoo, Mich., ch. 3; WJIM-TV Lansing, Mich., ch. 6; Peninsula Television Inc., Marquette, Mich., grantee ch. 6; Triad Television Corp., Parma, Mich., applicant ch. 10; WCCO-TV Minneapolis-St. Paul, Minn., ch. 4; KSTP-TV St. Paul-Minneapolis, Minn., ch. 5; WSLI-TV Jackson, Miss., ch. 12; KOLN-TV Lincoln, Neb., ch. 12; KSWS-TV Roswell, N. M., ch. 8; WNBF-TV Binghamton, N. Y., ch. 12.

Also WBEN-TV Buffalo, N. Y., ch. 4; WGR Corp., Buffalo, N. Y., grantee ch. 2; WRGB (TV) Schenectady, N. Y., ch. 6; WLOS-TV Asheville, N. C., ch. 13; Durham Bcstg. Enterprises Inc., Durham, N. C., grantee ch. 11; Capitol Bcstg. Co., Raleigh, N. C., applicant ch. 5; WDAY-TV Fargo, N. D., ch. 6; WLWT (TV) Cincinnati, Ohio, ch. 5; WLWC (TV) Columbus, Ohio, ch. 4; WLWD (TV) Dayton, Ohio, ch. 2; Tulsa Bcstg. Co., Muskogee, Okla., grantee ch. 8; WKY-TV Oklahoma City, ch. 4; KWTV (TV) Oklahoma City, Okla., ch. 9; Irwin Community Television Co., Irwin, Pa., applicant ch. 4; WJAC-TV Johnstown, Pa., ch. 6; Allegheny Bcstg. Corp., McKeesport, Pa., applicant ch. 4; WCAU-TV Philadelphia, Pa., ch. 10; WPTZ (TV) Philadelphia, Pa., ch. 3; WCSC-TV Charleston, S. C., ch. 5; WNCT (TV) Greenville, S. C., ch. 9; Mountain City Television Inc., Chattanooga, Tenn., applicant ch. 3; WBAP-TV Fort Worth, Tex., ch. 5; KGBT-TV Harlingen, Tex., ch. 4; KWFT-TV Wichita Falls, Tex., ch. 6; KOMO-TV Seattle, Wash., ch. 4; Louis Wasmer, Spokane, Wash., grantee ch. 2; WSAZ-TV Huntington, W. Va., ch. 3; WKBH Television Inc., La Crosse, Wis., grantee ch. 8; Badger Television Co., Madison, Wis., applicant ch. 3; Cream City Bcstg. Co., Milwaukee, Wis., applicant ch. 6.

HARDY TESTIFIES ON LANGER BILL

FOR THE second time in the past month, Ralph W. Hardy, vice president in charge of government relations for NARTB, testified Thursday on legislation that would bar alcoholic beverage advertising from all media.

Mr. Hardy appeared before a Senate Interstate & Foreign Commerce subcommittee (Business & Consumer Interests) speaking against the Langer bill (S 3294). The proposal is identical to the Bryson bill heard in full by the House Interstate & Foreign Commerce Committee last month [B•T, May 31, 24].

With little exception, the same people again appeared in favor of or against the beer, wine and liquor advertising legislation.

Mr. Hardy said radio-tv broadcasters must "stand firm on the right to advertise products and services which are legal and generally available for public sale and use."

Objection to the bill is on the basis of "principle," according to Mr. Hardy. Advertisers made radio-tv what the media are today, he said. Also stressed was voluntary responsibilities in the advertising of "certain products and services" by the radio-tv industry. He noted liquor advertising was forbidden.

The hearing began Monday and ended Thursday afternoon with no sessions held Wednesday.

Other testimony:

National Editorial Assn.—William L. Daley called the measure "a bold effort to prevent people from utilizing advertising in selling lawfully-manufactured commodities. Why not deny advertising to political candidates or unions? Censorship could be indirectly achieved by devious means."

American Newspaper Publishers Assn.—Cranston Williams, general manager, said "ANPA believes the Congress should not now say, by law, that it is legal to sell liquor but that the fact that it is being sold must be kept secret. . . . "Any commodity or service which may be legally offered to the public should not be prohibited from advertising."

Pennsylvania Alcholic Beverage Study Inc.—Randolph W. Childs, executive director, said the real aim of the legislation's supporters is prohibition.

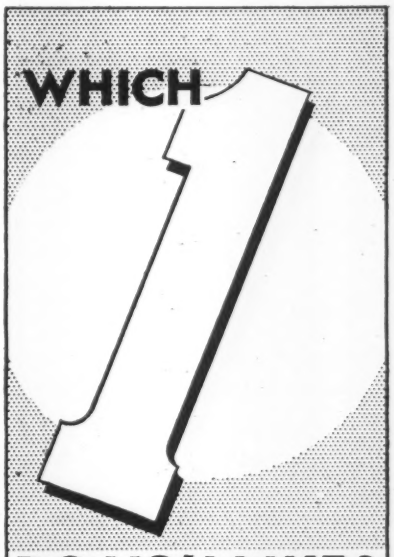
American Assn. of Advertising Agencies—George Link Jr., general counsel, said the bill would discriminate against advertising itself "as a legitimate and necessary form of selling in our economy." He underscored voluntary efforts by the industry to show "very careful regard for the regulations which exist."

Washington Publishers Assn.—Peyton R. Evans, representative, asked the subcommittee to turn down the bill because of constitutional safeguards surrounding free speech and "of the necessity of preserving legitimate advertising in a free economy."

Brewers' Assn. of America, U. S. Wine Intitute, Wine & Spirits Wholesalers of America, the Conover-Mast Publications (trade magazines), the National Licensed Beverage Assn. and Repeal Assoc. Inc. also were among organizations which opposed the measure.

Several proponents testified Monday. Glenn Cunningham, U. S. track star of the 1930s, said he was interviewed by sportscaster Bill Stern by tape recording and that when it was broadcast later on a network, it was followed by a beer commercial.

Dr. Wilbur E. Hammaker, president, National Temperance and Prohibition Council, and Mrs. Glenn G. Hays, president, National Woman's Christian Temperance Union, were the top dry witnesses. Both repeated arguments they had given before the House committee. Emphasis was on radio-tv advertising of alcoholic beverages. Other religious and temperance groups testified along this vein.



DO YOU LIKE?

We've Got 'em All!

CBS NBC ABC
DUMONT

Yes, for over a year, WAFB-TV has furnished the only TV programing to the rich BATON ROUGE TRADE AREA. This rich petro-chemical market responds to your sales messages over WAFB-TV because the viewers are among the highest paid workers in the country, with ample free time to spend their money as you tell them to! To cover almost a half million potential customers, buy the only TV station in the capital of Louisiana . . .

WAFB-TV
Channel 28
Baton Rouge, La.
TOM E. GIBBENS
Vice President & General Manager.
Represented nationally by
ADAM J. YOUNG, Jr.

FCC Political Time Charge Proposal

NOTICE of proposed rule-making was announced by FCC Thursday to incorporate in its am, fm and tv rules the 1952 McFarland amendment to Sec. 315 of the Communications Act which stipulates that qualified candidates for public office cannot be charged more than regular rates for broadcast time [CLOSED CIRCUIT, May 17].

Stations are required to make the same rates available to politicians as to any usual advertiser, FCC explained. Heretofore, some stations charged double or triple their card rate to those buying air time for political campaign purposes. The amended Sec. 315 of the Act and the proposed new rules forbid this practice.

Text of the proposed new rules was not immediately released by the Commission, but was expected to be issued Friday. Comments on the proposal are due July 26.

Both politicians and stations have asked for interpretation of the new Sec. 315 before fall elections. Sec. 315 now reads:

Sec. 315 (a) If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunity to all other candidates for that office in the use of such broadcasting station: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

(b) The charges made for the use of any broadcasting station for any of the purposes set forth in this section shall not exceed the charges made for comparable use of such station for other purposes.

(c) The Commission shall prescribe appropriate rules and regulations to carry out the provisions of this section.

FCC APPROVES KLZ-AM-FM-TV SALE

SALE of KLZ-AM-FM-TV Denver for $3.5 million to Time Inc. was approved by the FCC last week in a 3-to-1 ruling in which Comr. Robert E. Lee dissented, indicating concern about the trend toward big-money tv sales which preclude comparative consideration.

Time Inc., publisher of *Time*, *Life* and *Fortune*, 50% owner of KOB-AM-TV Albuquerque and 80% owner of KDYL-AM-FM-TV Salt Lake City, acquires the KLZ properties from some 40-odd stockholders, including Mr. and Mrs. Harry Huffman, Mr. and Mrs. Hugh B. Terry, Frank H. Ricketson Jr., Mr. and Mrs. J. Elroy McCaw and Mr. and Mrs. Theodore R. Gamble.

The FCC majority, comprised of Chairman Rosel H. Hyde, George E. Sterling and Robert T. Bartley, denied a protest to the transfer filed by Denver Television Co., owned chiefly by the Wolfberg theatre interests and originally contestant with KLZ for the station's ch. 7 tv facility. Denver Television asked that the KLZ-TV permit be revoked and that its bid be reinstated and approved because the KLZ sale violated the "integrity" of the Commission's processes [B•T, May 3].

Comrs. John C. Doerfer, E. M. Webster and Frieda B. Hennock did not participate in the transfer action.

Comr. Lee earlier had expressed concern over station sales involving large sums in a concurring statement to approval of the sale of KOTV (TV) Tulsa by the Wrather-Alvarez interests for $4 million to the New York investment firm of J. H. Whitney & Co. [B•T, May 17].

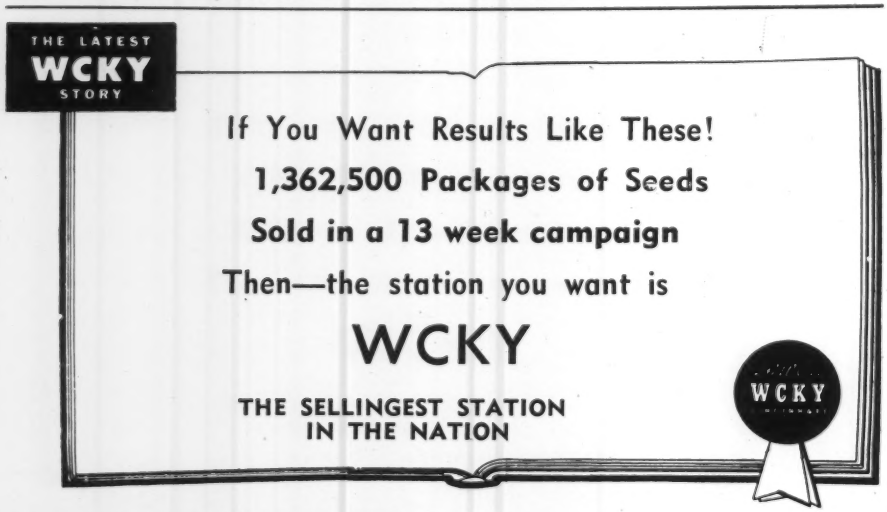
The KLZ applications said the sale to Time Inc. was motivated by the ill health of Messrs. Hoffman and Terry.

FCC Drops Two Uhfs; Deletion Total Now 86

DELETION of ch. 21 WCUI (TV) Champaign, Ill., and ch. 64 WBEC-TV Pittsfield, Mass., by the FCC last week boosts the total number of post-freeze deletions to 86. Of this total, 72 are uhf and 14 vhf.

WCUI was deleted by the Commission for failure to prosecute. In a letter to the FCC, WBEC-TV deplored the necessity of turning in its permit, but contended the action was necessary in light of "financial loss and experience of other uhf stations under similar circumstances" and its recognition of "the present economic unfeasibility, unsatisfactory network relationship and the unpredictable income from national and local sources."

In a separate action, FCC granted authority to ch. 53 WKJF-TV Pittsburgh, to remain silent for a period of 90 days from July 2. The ch. 53 facility had requested the remain-silent authority pending outcome of the uhf-vhf hearing before the Senate Communications Subcommittee.



AFTRA PLANS FALL PENSION CAMPAIGN

FIRST serious effort to obtain pension and retirement benefits in network contracts will be made by AFTRA this fall, with both regular performers and those in the freelance pools to be covered, according to a letter sent to AFTRA members by George Heller, national executive secretary of the union.

The radio and network AFTRA codes, signed in late 1952, expire next Nov. 15, with first negotiations expected to start in the early autumn.

Mr. Heller's letter was accompanied by questionnaire forms asking members how much they make from various sources along with information about their families. This has been construed as an effort to obtain exact income figures from union members, whose dues fees are based on earnings. Since the earnings often come from many sources, it was believed AFTRA is trying to plug what has been called a weak spot in its dues system.

Employers would have to make pension contributions and pay other benefits to persons not their employes under the present system of hiring freelance talent. Advertisers and agencies, too, would have to pay benefits to talent working on a casual or freelance basis.

Whatever comes out of the autumn negotiations will leave an impact on individual stations judging by industry precedents. Also affected: separate transcription and recording code.

N. Y. COURT ENJOINS WOR-AM-TV PICKETS

IN A DECISION which WOR-AM-TV New York claimed would have "far-reaching significance" for the broadcasting industry because it purportedly "outlaws" quotas of musicians for stations, New York Supreme Court last week granted a permanent injunction against all picketing of WOR-AM-TV facilities by Local 802, American Federation of Musicians. The union had "no comment" on the stations' interpretation of the decision.

The court said picketing had been held in support of an "illegal objective," in that Local 802 was seeking to compel the plaintiff to substitute live music for records and transcriptions on all live programs. The court also ruled that Local 802 had violated the Federal Lea Act, which forbids a union to compel a broadcast licensee to hire employes whose services are not required. The court also referred the dispute to a referee to determine the damages, if any, suffered by WOR-AM-TV.

Officials of WOR-AM-TV claimed the decision has "far-reaching significance." It pointed out that the musicians union has had a system in the broadcasting industry for many years under which stations have been required to retain established quotas of musicians. The decision, it was pointed out, outlaws "a practice which broadcasters claim has exacted hundreds of thousands of dollars in salaries." According to Emmanuel Dannert, trial counsel for WOR-AM-TV, the decision "outlaws a featherbedding practice."

The local had been involved in a dispute with WOR-AM-TV since Feb. 27 when the stations dismissed 40 staff musicians, claiming they wanted the right to hire musicians on a "per program" basis. The local has been on strike against WINS New York since mid-March in a dispute on similar causes.

A spokesman for Local 802 told B•T Thursday night that its attorneys were studying the court decision and would decide what steps, if any, the local would take.

OVER 2 MILLION TV SETS SENT DEALERS

MANUFACTURERS shipped over 2 million tv receivers to dealers during the first four months of 1954, according to Radio-Electronics-Tv Mfrs. Assn. Number of sets shipped in April, 410,032 units, declined from the 582,839 in March but held the level of the same month a year ago when the figure was 392,492.

The four-month national figure was 2,065,871 sets compared to 2,452,508 in the same 1953 period.

Tv set shipments during the first four months of 1954:

State	Total	State	Total
Alabama	33,839	New Jersey	54,716
Arizona	8,484	New Mexico	7,366
Arkansas	31,202	New York	192,720
California	132,613	North Carolina	54,964
Colorado	16,767	North Dakota	7,602
Connecticut	26,239	Ohio	101,289
Delaware	4,187	Oklahoma	30,258
Dist. of Col.	13,242	Oregon	24,316
Florida	54,401	Pennsylvania	131,072
Georgia	53,087	Rhode Island	6,726
Idaho	15,659	South Carolina	27,253
Illinois	128,835	South Dakota	7,116
Indiana	64,314	Tennessee	44,355
Iowa	48,168	Texas	111,921
Kansas	33,516	Utah	7,996
Kentucky	24,620	Vermont	6,109
Louisiana	43,199	Virginia	34,381
Maine	35,265	Washington	34,399
Maryland	24,294	West Virginia	25,605
Massachusetts	56,599	Wisconsin	54,079
Michigan	85,531	Wyoming	2,963
Minnesota	38,599		
Mississippi	19,144	U. S. TOTAL	2,060,698
Missouri	59,218	Alaska	1,371
Montana	8,410	Hawaii	3,802
Nebraska	21,353		
Nevada	2,130	GRAND	
New Hampshire	10,577	TOTAL	2,065,871

General Motors Leads Paper Client List, ANPA Reports

GENERAL MOTORS Corp. in 1953 was the top newspaper advertiser, spending $32,944,248 for newspaper space during the year, a 62.7% increase over 1952, according to figures released Friday by the Bureau of Advertising, American Newspaper Publishers Assn. Ford Motor Co. ranked second among newspaper advertisers last year and Chrysler Corp. third, with space purchases of $18,278,304 and $14,582,794 respectively, the Bureau reported. Next in order came Colgate-Palmolive Co. with $12,085,582; Lever Bros. Co. $10,660,745; Distillers Corp., Seagrams Ltd., $9,505,529, General Foods Corp. $8,633,173; Procter & Gamble Co. $7,997,151, Schenley Industries $7,269,150, and National Distillers Corp. $6,403,887.

A total of 1,393 national advertisers spent more than $25,000 each to advertise 3,272 products in newspapers during 1953, the Bureau said, pushing the dollar volume to a new high of $601,224,000, 14.3% over 1952. Total newspaper advertising, including local as well as national, was estimated at $2,655,500,000.

Researchers Name Miller

HAL MILLER, manager of radio and television research for Biow Co., New York, has been elected president of the Radio & Television Research Committee of New York. He will serve for one year, succeeding Robert Hoffman, research director of WOR New York.

NBC-TV 60-Day Gross: $22.5 Million in Time

VOLUME of new business at NBC-TV over the past two months has been "the greatest in its history," Sylvester L. Weaver, president of NBC, announced last week. He estimated sales in the past 60 days totaled $22,543,000 in gross time billings alone and reached $35½ million with talent costs included.

Additionally, Mr. Weaver reported, NBC-TV signed $29 million in renewal business ($44,350,000 including talent costs) for a total of more than $51½ million in new and renewed business (gross time billings only).

"This unprecedented sales achievement is especially significant in that the new business ranges from one-minute, one participation buys on *Today* to multi-million dollar purchases of our color 'spectaculars'," Mr. Weaver pointed out. "These figures graphically illustrate the success of the NBC-pioneered magazine concept of selling television."

Among the major pieces of new business reported by NBC-TV over the past 60 days were: Oldsmobile Div. of General Motors purchase of 13 Saturday night "spectaculars"; American Chicle Co., Speidel Corp. and RCA sponsorship of the new *Sid Caeser Show*, three out of four Mondays, 8-9 p.m., starting in the fall; The Texas Co. purchase of the Jimmy Durante and Donald O'Connor comedy shows on three out of four Saturdays, 9:30-10 p.m.; The Toni Co. sponsorship of *People Are Funny* on Sunday, 7-7:30 p.m.; Procter & Gamble buying of two afternoon serials, and seven sponsors underwriting *Saturday Night Revue*.

NBC Color Fulltimer

FIRST NBC-TV dramatic series to be telecast on a regular continuing basis in compatible color will be *The Marriage*, starting Thursday, it was announced last week. The series, which will be presented at 10-10:30 p.m. EDT, will co-star Hume Cronyn and his wife, Jessica Tandy.

ABC-TV Adds Four Outlets; Affiliates Now Total 198

SIGNING of four new affiliates of ABC-TV, bringing the total to 198, was announced last week by Alfred R. Beckman, national director of the station relations department. The four are:

WKNY-TV Kingston, N. Y. (ch. 66), owned and operated by Kingston Broadcasting Corp. with Robert M. Peebles as general manager, affiliation effective as of May 25; KBMT (TV) Beaumont, Tex. (ch. 31), owned and operated by Television Broadcasters Inc. with John Rossiter as general manager, affiliation effective May 25; KOOK-TV Billings, Mont. (ch. 2), owned and operated by the Montana Network with V. V. Clark as general manager, affiliation effective last Monday, and WLOS-TV Asheville, N. C. (ch. 13), owned and operated by Skyway Broadcasting Co. with Charles B. Britt as general manager, affiliation effective Sept. 1.

'Spectaculars' by Ford, RCA

FORD Motor Co. and RCA each will sponsor 45 minutes of each program in the series of 13 NBC-TV "spectaculars" every fourth Monday, 8-9:30 p.m., starting Oct. 18. The spectaculars will be presented in color and in black-and-white. Kenyon & Eckhardt, New York, placed contracts for both Ford and RCA.

7 Tvs Sign With NBC-TV; Total Outlets Now 177

SIGNING of seven more television stations as affiliates of NBC-TV raising to 177 the total number of outlets, was announced last week by Harry Bannister, NBC vice president in charge of station relations. New affiliates which offer interconnected service are:

WTVD (TV) Durham, N. C. (ch. 11), which goes on the air Sept. 1 and is owned by Durham Broadcasting Enterprises Inc., with Harmon L. Duncan as president; WMTV (TV) Madison, Wis. (ch. 3), owned by Bartell Television Corp., with Gerald S. Bartell as president; KTIV (TV) Sioux City, Iowa (ch. 4), which will start operations about Sept. 26, and is owned by KCOM Broadcasting Co., with Dee Dirks as president, and KTVU (TV) Stockton, Calif. (ch. 36), owned by San Joaquin Telecasters, with Knox Larue as general manager.

New affiliates which offer non-interconnected service are:

WJPB-TV Fairmont, W. Va. (ch. 35), owned by Fairmont Broadcasting Co., with J. P. Beacom as president; WPBN-TV Traverse City, Mich. (ch. 7), which will go on the air about Aug. 1 and is owned by Midwestern Broadcasting Co., with Les Biederman as president, and KBMT (TV) Beaumont, Texas (ch. 31), owned by Television Broadcasters Inc., with John Rossiter as general manager.

Don Hollenbeck Found Dead

FUNERAL services for Don Hollenbeck, 49, CBS news commentator, were held last Friday in New York. Mr. Hollenbeck was found dead in his New York apartment last Tuesday. Police listed his death as suicide by gas.

It was reported that Mr. Hollenbeck had suffered from stomach ulcers and had been in a hospital twice in the last four months.

In a statement, CBS-TV said: "The CBS television network regrets sincerely the untimely death of a veteran reporter and correspondent, Don Hollenbeck. In his eight years with CBS, and his more than 25 years as a reporter and editor, Mr. Hollenbeck had earned the universal respect of his colleagues as a competent newsman. He was held in the highest regard, not only by his co-workers, but by the thousands of people, in high position and humble, with whom he came in contact."

Mr. Hollenbeck is survived by his wife and three daughters.

Danish Named Assistant To MBS President O'Neil

PROMOTION of Roy M. Danish, director of commercial operations for Mutual, to the newly-created position of assistant to the president of the network, was announced last week by Thomas F. O'Neil, president.

MR. DANISH

Mr. O'Neil noted that the new post was established to "expedite plans for Mutual's continued growth," and said that Mr. Danish will act as liaison, coordinating the efforts and activities of the various network officers and department heads.

Mr. Danish joined Mutual in February 1946 as a member of the research department.

Yankee Network Gets Boston Sports Rights

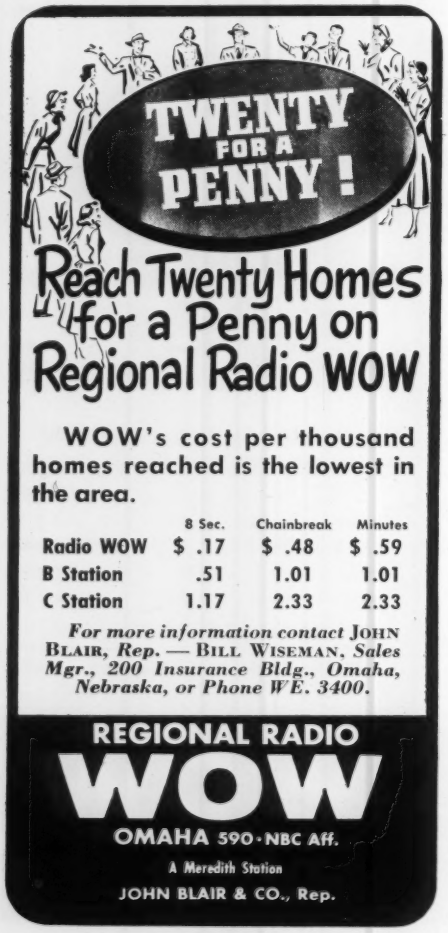
THE Yankee Network has acquired all radio and television rights to games of the Boston Celtics (basketball) and Boston Bruins (hockey) and exclusive tv rights to all events held in Boston Garden, according to a joint announcement by Linus Travers, executive vice president of Yankee, and Walter Brown, president of the Boston Garden Arena Corp.

All home and away games of the Celtics and Bruins will be originated by Yankee for broadcast throughout New England and for national distribution. Dates of games to be telecast have not yet been set.

188 Participations Sold For NBC-TV Daytime Shows

UPSURGE in sales on NBC-TV daytime programs was reported last week with announcement of sales of 13 participations on *Home Show* (Mon.-Fri., 11 a.m.-12 noon, EDT); 26 participations on *The Pinky Lee Show* (Mon.-Fri., 5-5:30 p.m. EDT), and 149 participations on *Today* (Mon.-Mon.-Fri., 7-9 a.m. EDT).

International Shoe Co., St. Louis, has signed for 26 participations on *The Pinky Lee Show*, starting Aug. 19. New sponsors and number of participations on *Home* are Wesson Oil & Snowdrift Sales Co., New Orleans, 10, ending Aug. 5, and Cameo Curtains Inc., New York, three, starting Sept. 9. New sponsors and number of participations on *Today* are Grove Labs. Inc., St. Louis, 117, starting in October; Royal Typewriter Co., New York, 19, starting in August; Atlantic Sales Corp., Rochester, 12, starting Oct. 1; Faisey-Bristol Show Co. Inc., Monett, Mo., one, Aug. 31.


TWENTY FOR A PENNY!
Reach Twenty Homes for a Penny on Regional Radio WOW
WOW's cost per thousand homes reached is the lowest in the area.
8 Sec. Chainbreak Minutes
Radio WOW $ .17 $ .48 $ .59
B Station .51 1.01 1.01
C Station 1.17 2.33 2.33
For more information contact JOHN BLAIR, Rep. — BILL WISEMAN, Sales Mgr., 200 Insurance Bldg., Omaha, Nebraska, or Phone WE. 3400.
REGIONAL RADIO
WOW
OMAHA 590·NBC Aff.
A Meredith Station
JOHN BLAIR & CO., Rep.

Advance Schedule Of Network Color Shows

CBS-TV

The New Revue every Friday, 5:30-6 p.m. (sustaining).

NBC-TV

Following is a list of mobile unit segments to be shown on *Home* and *Today* shows on days indicated:

June 30-July 1: Columbus, Ohio, Governor's Mansion

July 8-9: Karamu House, Cleveland

July 15-16: Ft. Belvoir, Washington, D. C.

July 22-23: Ft. McHenry and B & O Roundhouse, Baltimore

July 29-30: Philadelphia Rookie Firemen and Philadelphia Art Museum

August 6-7: Boston

August 12-13: New York

[Note: This schedule will be corrected to press time of each issue of B·T]

AT&T Links Springfield Tvs

KTTS-TV and KYTV (TV) Springfield, Mo., have been connected into AT&T's intercity tv network facilities hookup, which now brings live network program service to 189 U.S. cities, AT&T reported last week.

NETWORK PEOPLE

Sam Zelman, West Coast director of radio and tv news, ABC Hollywood, to Columbia Television Pacific Network and KNXT (TV) Hollywood as joint director of news, with additional duties as West Coast manager, CBS-TV News and Newsfilm, succeeding **Frank LaTourette,** resigned.

Thomas J. Henry, MBS co-op program sales dept., appointed account executive in Chicago office.

John M. McCauley, formerly with legal dept., Hearst Corp., N. Y., to ABC as attorney in the business affairs dept.

Jerry Leighton, formerly chief announcer, WSAZ-AM-TV Huntington, W. Va., takes over ad lib and announcing assignments for **Jerry Lester** on latter's ABC-TV show.

Peter Harkins, formerly with NBC script div., named director, Arkansas Publicity & Information Dept., Little Rock.

Robert W. Sarnoff, executive vice president, NBC, elected a director, New York Better Business Bureau.

Jacob A. Evans, NBC director of national advertising and promotion, author of book, *Selling and Promoting Radio and Television,* to be published June 28 by Printers' Ink Books, N. Y. **William I. Kaufman,** executive for NBC's co-op program sales dept., author of third volume of *Best Television Plays.* Merlin Press is publisher.

Roland Van Nostrand, account executive, MBS, appointed chairman Radio and Tv Executives Society "Listening Post" committee, which assists in placing personnel in radio-tv field.

Peter Lind Hayes, CBS radio and tv personality, appointed acting radio chairman, American Foundation for the Blind.

Hoffman Shares for Sale In Financing Venture

HOFFMAN Radio Corp., Los Angeles, has placed 130,000 shares of common stock on the market at $14.62½ each, with proceeds to be added to working capital of the company. Hoffman has announced plans for a new manufacturing plant at El Monte, Calif., estimated to cost about $1.5 million equipped.

The corporation also is borrowing $2.5 million from Metropolitan Life Insurance Co. That money will be used to retire $2 million of unsecured bank loans and to replace working capital used to retire a trust deed note of $192,455. Balance will be added to the Hoffman working capital.

After current financing, capitalization of the company will consist of $2.5 million of 4⅝% notes maturing June 1, 1969, and 709,860 shares of 50-cent par common stock.

21-Inch Color Tv Seen In Mid-1955 by Abrams

COLOR television screens smaller than 21 inches will not have mass acceptance, and that size screen may be aavilable by the middle of 1955, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., New York, told company distributors last week at the annual convention in Lido Beach, N. Y.

Mr. Abrams contended that the 21-inch black-and-white receiver, which he characterized as "the industry's best seller today," is "the accepted size for homes and will establish the pattern for color sets." He said consumers think in terms of 21-inch screens, and the tv industry cannot expect "substantial sales" of smaller sized color units.

Rynd Heads Audio & Video

CHARLES F. RYND has been re-elected chairman of the board and president of Audio & Video Products Corp., New York, and its subsidiary divisions, including Audio-Video Recording Co., A-V Tape Libraries Inc. and Magna-Crest Corp.

Officers re-elected are Thomas Merson, vice president; Richard Rynd, vice president and treasurer, and Joseph G. Connolly, secretary Re-elected to the board of directors were Irving Buckley, Max Graff, Edward V. Otis, Bernard Smith, Sidney K. Wolf and Erwin Wolfson.

Dixie Audio Festival Set

THE Dixie Audio Festival, sponsored by an association of members of the Dixie chapter of Electronics Parts Manufacturers, representing makers of high fidelity radio and phonograph equipment, will be held Aug. 27-29 at Atlanta's Henry Grady Hotel. The products of some 50 factories will be demonstrated. Business meetings are scheduled Aug. 27.

MANUFACTURING PEOPLE

Louis J. Collins appointed sales manager of recently established RCA radio and "Victrola" Div. **Orlo D. Center** appointed controller of division.

Stanley M. Abrams resigns as president, Emerson-Long Island Inc., Emerson Radio & Phonograph Corp., distributor, to become manager. corporation's EDCO div.; **Bernard C. Pragerson** succeeds Mr. Abrams.

James E. Steele, formerly with Raytheon Mfg. Co., appointed regional sales manager, commercial music div., Magnecord Inc., Chicago.

Jerome R. Meltzer, sales engineer, Radio Receptor Co., N. Y., appointed assistant sales manager in charge of newly-organized distributor sales dept.

James H. Podolny named factory representative, communications dept., Hallicrafters Co., Chicago.

Dr. David I. Sinizer, formerly with Bendix Aviation Corp., to Metallurgical research dept., National Research Corp., Cambridge, Mass.

MANUFACTURING SHORTS

The Gabriel Co. (electronics div.), Norwood, Mass., announces it is offering engineers an "Antenna Selector and Frequency Converter," a circular calculator with slide rule features. One side of the Antenna Selector is a parabolic microwave antenna computer, giving power and db gain as a function of wave length and reflector diameter on a 12½-inch scale. The other shows frequency allocations from 30 mc through K band as of February 1, 1954. Available through firm's electronics division, Endicott St., Norwood.

National Cine Equipment Inc., N. Y., has issued new catalogue on equipment for production of 16mm and 35mm tv and motion picture films, including cameras and various accessories, recorders, dollies, tripods, lenses and booms. The catalogue may be obtained by writing the company at 209 W. 48th St., New York 36.

Magnecord Inc., Chicago (tape recorders), announces entrance into high-fidelity consumer market with introduction of two portable magnetic tape recorder-playback machines. M-30, listed at $299, may be connected to any radio, phonograph or tv loud speaker for amplification, according to Magnecord, and M-33, at $329, has a built-in amplifier. Both units may be regulated by visual and auditory controls.

Simpson Electric Co., Chicago, announces new color adapter, Chromatic Probe, and new Booster Amplifier for alignment and adjustment of color tv sets, to be used as external accessory items and interchangeably for either Simpson model 480 genescope or model 479 am-fm signal generator. Chromatic Probe is $9.95; Boost Amplifier is $24.95. Units are being made available through electronic part sjobbers.

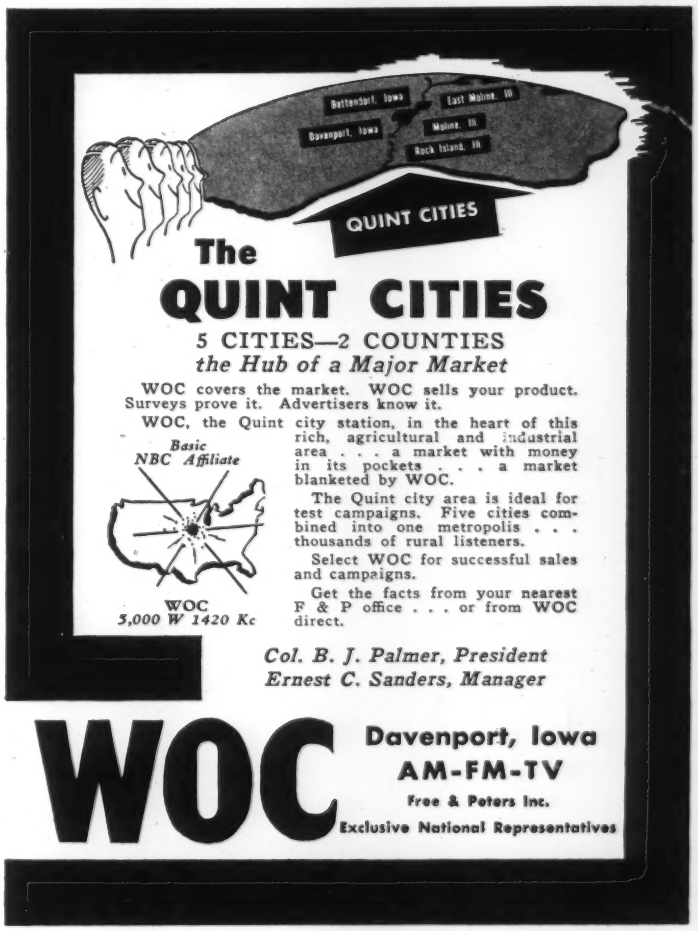
Audio Devices Inc., N. Y., reported it is placing on the market an Audiotape made on "Mylar" polyester film that is "virtually unbreakable under normal conditions." It was said to be many times stronger than standard plastic-base tape, and is available in any desired width for specialized applications and equipment.

Collins Radio Co., 11 W. 42nd St., N. Y., moves offices to 261 Madison Ave. Telephone is Murray Hill 7-6740.

Transmitting Equipment

Station	Power	Band	Use
SHIPMENTS			
General Electric Co.			
WFIE (TV) Evansville, Ind.	12 kw	tv (ch. 62)	-------

GE also reported receipt of the following orders: KCKT (TV) Great Bend, Kan. (ch. 2)—35 kw transmitter, six-bay antenna and studio equipment; KTVX (TV) Muskogee, Okla. (ch. 8), and Alabama Educational Tv Comm., Munford, Ala. (ch. 7)—50 kw transmitter, 12-bay antenna and studio equipment.


Rock Island, Ill
Moline, Ill
East Moline, Ill
Davenport, Iowa
QUINT CITIES
The
QUINT CITIES
5 CITIES—2 COUNTIES
the Hub of a Major Market
WOC covers the market. WOC sells your product. Surveys prove it. Advertisers know it.
WOC, the Quint city station, in the heart of this rich, agricultural and industrial area . . . a market with money in its pockets . . . a market blanketed by WOC.
The Quint city area is ideal for test campaigns. Five cities combined into one metropolis . . . thousands of rural listeners.
Select WOC for successful sales and campaigns.
Get the facts from your nearest F & P office . . . or from WOC direct.
Basic
NBC Affiliate
WOC
5,000 W 1420 Kc
Col. B. J. Palmer, President
Ernest C. Sanders, Manager
WOC
Davenport, Iowa
AM-FM-TV
Free & Peters Inc.
Exclusive National Representatives

EXCITING NEW EFFECT!
The ROTATOR Lens

For TV and Film Cameras

Now you can make your subjects walk on walls, create that rocking the boat effect, or rotate the scene 360° with this new addition to the Camart Optical FX unit. Present owners need only the Rotator Lens.

Price: $150.00

CAMART OPTICAL FX UNIT

Create from 2 to 7 identical images in rotation, from a single object. Unit is complete with four surface prism, revolving housing, and base assembly.

Price: $119.75

Additional effects prisms available. Special adapters for TV Cameras. Send for descriptive literature.

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light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever you are . . . you're headed the right *way . . .*

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FIVE NEW TVS PLAN STARTS THIS WEEK

WBOC-TV Salisbury, Md., the third new tv station to start in June, is scheduled to begin commercial programming today (Monday). The ch. 16 outlet, first tv station in that area, is represented by Burn-Smith Co.

Four stations are reported set to begin commercial operations Thursday. They are:

WDBO-TV Orlando, Fla. (ch. 6), ABC, CBS, NBC, DuMont; represented by Blair Tv Inc.
WISH-TV Indianapolis, Ind. (ch. 8), CBS; represented by The Bolling Co.
KDRO-TV Sedalia, Mo. (ch. 6), represented by John E. Pearson Co.
KGVO-TV Missoula, Mont. (ch. 13), CBS; represented by Gill-Perna Inc.

These include the first local tv outlets for Orlando, Sedalia and Missoula and the second for Indianapolis.

Reports from other stations:

KTLK (TV) Houston, Tex. (ch. 13), owned by the Houston Consolidated Tv Co., expects delivery of its 50 kw RCA transmitter Aug. 2, John T. Jones Jr., president, reported. An order for a 12-bay superturnstile antenna also has been placed with RCA. Antenna height will be 1,049 feet above sea level. KTLK will use an Ideco tower.

KGEO-TV Enid, Okla. (ch. 5), expects to begin test patterns July 1 and commercial operations about three weeks later, George Streets, president, announced. The station will be affiliated with ABC and represented by John E. Pearson Co.

KNAC-TV Fort Smith, Ark. (ch. 5), plans to be on the air by Jan. 1 with 50 kw power. Selection of a station site is now being considered, H. S. Nakdimen, president, reported.

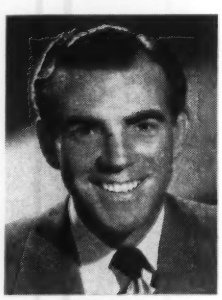
The following stations have reported they expect to begin regular operations by July 31:

WMSL-TV Decatur, Ala. (ch. 23); WGTH-TV Hartford, Conn. (ch. 18); WTHI-TV Terre Haute, Ind. (ch. 10); KETC (TV) St. Louis, Mo. (ch. 9), educational; KXJB-TV Valley City, N. D. (ch. 4); WCET (TV) Cincinnati (ch. 48), educational.

(For details see TELESTATUS, page 91.)

Gibney Buys KXOC Chico From Dellar for $150,000

SALE OF KXOC Chico, Calif., by KXOC Inc. to Harold T. Gibney, NBC Hollywood announcer, was announced last Monday by Lincoln Dellar, president. Price is $150,000. Sale is subject to FCC approval.



MR. GIBNEY

Besides the transmitter and other physical properties, the transaction covers fixed assets, accounts receivable, cash on hand and liabilities. No real estate is involved. Assigned 10 kw on 1060 kc directional night, KXOC is affiliated with MBS and is being incorporated as Broadmoor Broadcasting Corp.

Former owner of KDB Santa Barbara and KXOB Stockton, which he disposed of within the past few years, Mr. Dellar will concentrate on his KXOA Sacramento.

No personnel changes for KXOC are contemplated, it was reported, and Jack L. Powell will continue as manager.

Speed in Spartanburg

SPARTANBURG, S. C., radio and newspapers cooperated during the recent Democratic primary to bring what was claimed to be the fastest voting returns yet heard in the area. WSPA's auditorium served as headquarters and special lines were run to WORD studios and to the *Herald & Journal* newsrooms. Ed McGrath, WSPA program director, directed the election headquarters. Special lines were set up to Greenville, Union and Gaffney for coverage of the congressional race and a special wire was mantained to Columbia for special reports from the capital. Precinct managers phoned results from 107 boxes for Spartanburg before midnight and state and congressional results were aired on WSPA and WORD "before bedtime," the stations said.

WBC Appoints Pack Nat'l Program Mgr.

RICHARD PACK, who resigned June 1 as program-operations director of NBC's WNBC-WNBT (TV) New York, was named Wednesday as national program manager for Westinghouse Broadcasting Co. In announcing the appointment WBC President Chris J. Witting said "the talent and experience of one of the top creative men in station programming will be available to WBC general managers and program directors."

MR. PACK

Mr. Pack flew to Europe Wednesday for a vacation. He will assume has WBC post July 27, spending several weeks at each of the Westinghouse stations. He will headquarter at the WBC national sales office in New York. Mr. Pack, 38, entered broadcasting as a New York U. student a score of years ago. After graduation in 1938, he joined WNYC New York, moving to WOR New York as publicity director and member of the station's operations and program planning boards. He later became program director of WNEW New York, moving to NBC in 1952.

Beer Show Hits Legal Snag

PROBLEMS facing tv beer advertisers in California became further complicated when a state law came to light with purchase by Maier Brewing Co., Los Angeles (Brew 102), of co-sponsorship in the KCOP (TV) Hollywood *Hometown Jamboree*. The program originates from the El Monte, Calif., American Legion Hall, which has an on-premises liquor license. The law, passed in 1933 after prohibition's demise, prohibits origination of any broadcast, sponsored by an alcoholic beverage advertiser, from premises holding a liquor license.

Station and brewery currently are "hashing out" the problem, said a KCOP spokesman, but a rumor that a western background set would be constructed by the station to house the program was emphatically denied.

Knoxville Am Stations Protest Gratis Tv Logs

RADIO stations in Knoxville, Tenn., have protested action by the city's two newspapers—*News Sentinel* (Scripps Howard) and *Journal*—in carrying tv logs free but charging for radio logs.

Program listings of the Scripps Howard-owned WNOX are being carried on a paid basis but other stations have refused to pay advertising rates. The logs have been carried as advertising for two years. The *News Sentinel* in its June 20 edition said radio stations had refused to pay their share of the cost of publishing logs, except for WNOX.

Free logs are carried for WATE (TV) and WTSK (TV) both Knoxville, as well as WJHL-TV in nearby Johnson City.

Tv Stations' Group Confers With Empire State on Rentals

SEVEN tv stations in the New York area last week continued negotiations with management of the Empire State Bldg. over new rents to be charged for their tv antennas on top of the building, despite the fact that the stations have a complaint before the New York State Supreme Court seeking an order restraining the fixing of new rentals by arbitration.

It was reported that a committee consisting of representatives of WCBS-TV, WNBT (TV), WABD (TV), WABC-TV, WOR-TV, WPIX (TV), and WATV (TV) Newark was in conferences with officials of the building despite the stations' court motion, which also asks for a declaratory judgment on whether the rent control law is applicable in this case. The stations' leases run until 1954 except for WOR-TV, which runs through February 1963, but the rates they have been paying were subject to reopening in April 1954.

ENTERTAINER Ted Steele (l) signs a five-year contract to do a three-hour daily program on WOR-TV New York, 2:30-5:30 p.m. EDT, starting July 5. Agreeing on the contract, which is said to represent an outlay of more than $1 million by the station, are Charlie Philips (c), WOR-TV sales manager, and Gordon Gray, WOR-AM-FM-TV general manager.

WQXR Begins Work On New Transmitter

WORK on the newly-authorized 50 kw transmitter for WQXR New York has been launched, officials of the *New York Times* station have reported. They expected the work to be completed "early in 1955."

Elliott M. Sanger, executive vice president and general manager of the station, said "we are taking this important step in the advancement of WQXR because the *New York Times* has faith in the future of radio, particularly a station such as ours which is dedicated to good music and hourly factual news bulletins of the *Times*. We are glad to say that television has not reduced the audience of WQXR and, in fact, we have more listeners today than ever before. This is because good music and prompt news bulletin service is a function which radio is particularly able to perform. . . ."

WQXK currently operates with 10 kw on 1560 kw.

WATV (TV) Moves Office

WATV (TV) Newark, N. J., has moved its New York sales office to permanent quarters on the 15th floor of 6 E. 45th St., New York 17. The telephone number is Oxford 7-3022.

REPRESENTATIVES APPOINTMENTS

WJAR Providence, R. I., appoints Weed & Co. as New England and national representative.

KBMT (TV) Beaumont, Tex., appoints Forjoe-Tv, N. Y., as exclusive national representative.

WSAI Cincinnati appoints Weed & Co. as national representative, effective July 1.

WTRY Troy, N. Y., appoints R. C. Foster, Boston, as New England representative.

KOWH Omaha appoints H-R Representatives Inc., N. Y., as national representative effective July 1.

are you there?

The budget is set—the client has okayed the general plan—now the pressure is on to draw up space schedules; compare stations—the hour is late, but the agency men work on—work with Standard Rate—and if you have a Service-Ad near your listing . . .

you are there!

PHIL SPITALNY'S *Hour of Charm* . . . an RCA *Thesaurus* show*

Station list up 400% in 90 days through sponsor success with Phil Spitalny's "*Hour of Charm.*" That's right—*400%!* Here's the story.

Michigan's LaSalle Winery—distributor of LaSalle and Manischewitz Wines—tried a test sponsorship of the "*Hour of Charm*" on four stations. The result? Sales jumped 100%! The station list was immediately increased to cover 16 markets. Unusual? Not at all: *Thesaurus* shows deliver!

You can build YOUR station sales with *Thesaurus* shows. To prove it, let us send you the facts on the "*Hour of Charm*" and the 30 audience-building *Thesaurus* shows. Write, wire or phone for audition disc today! Dept. "H B6."

Thesaurus Success Story #3

See these HOUR OF CHARM SUCCESS STORIES

"Hour of Charm only show we could sell sponsor after 7 years! Second 52 week schedule underway! Getting talent fee!"
KIST—Santa Barbara, California

"Sold HOUR OF CHARM on first audition to furniture store who never used radio! Sponsor sales increased 200% . . . charging talent fee!"
WMC—Memphis, Tennessee

"Sold department store for 52 weeks on first audition! Sales results way ahead of newspapers! Rating up 15 points . . . getting talent fee!"
KUJ—Walla Walla, Washington

RCA recorded program services

TMKS®

Radio Corporation of America, RCA Victor Division
630 Fifth Avenue, New York 20, N. Y.—JUdson 2-5011
Chicago, Hollywood, Atlanta, Dallas

Radio Success Reported In Charlotte Sales Event

THE Charlotte (N. C.) Broadcasters Assn., working with the Merchants Assn. of Charlotte, helped produce one of the most successful "Dollar Days" local merchants ever experienced.

Prior to this year "Dollar Days," a three-day sales event, was promoted mainly by newspaper advertising with a minor portion going to radio. This year the broadcasters group, including WSOC, WBT, WGIV, WAYS and WBTV (TV), through the efforts of its chairman, John M. Dunnagan, WSOC sales manager, secured nearly $2,000 daily billing for each station. This averaged 10 to 15 announcements per day for the radio stations and 12 for the tv outlet.

The merchants, according to Mr. Dunnagan, reported one of the most successful promotions they have ever had. Significant factor attributed to the extensive use of radio-tv was the increased number of customers from outlying areas.

Segal Buys Colorado Permit

PURCHASE of the construction permit for a new am station at Aurora, Colo., near Denver, on 1430 kc with 1 kw daytime, was announced last week by David M. Segal, operator of KUDL Kansas City, WGVM Greenville, Miss., KDKD Clinton, Mo., and KTFS Texarkana, Tex. He buys the permit from Arline S. Hodgins at cost, $3,000. Mrs. Hodgins has received FCC approval for purchase of KLVC Leadville, Colo., for $21,000 [B•T, June 7].

AVERY-KNODEL representatives confer in Denver with officials of the Intermountain Network and KIMN on the expansion of network operations through addition of that Denver outlet. Discussing sales plans are (l to r): seated, Lynn Meyer, president, Intermountain; Collin W. Lowder, vice president and general manager, KIMN; David H. Sandeburg, Avery-Knodel, San Francisco; standing, B. P. Timothy, Avery-Knodel, Chicago; John McEniry, KIMN commercial manager Arthur H. McCoy, Avery-Knodel, New York, and Ken Palmer, Intermountain Network regional sales representative.

Joscelyn Named KOVR V.P.

AUSTIN E. JOSCELYN, acting general manager, KOVR (TV) Stockton, Calif. (ch. 13), and previously director of operations, CBS Hollywood, was appointed executive vice president and general manager of the station, it was announced last week.

WNIX Begins Operations

WNIX Springfield, Vt., has taken the air with 1 kw power, daytime only, as a unit of North Country Stations of Vermont. It is the 13th station in the state. President and general manager is E. Dean Finney, who heads the North Country group. Donald A. Thurston, manager of WIKE Newport, is assistant manager of WNIX. Open house celebration was held June 6, with Vermont public officials, agency executives and other broadcasters as guests.

KYA Eastern Representative

APPOINTMENT of John P. Barry as eastern sales representative for KYA San Francisco was announced last week by Jock Fearnhead, vice president and general manager of KYA. Mr. Barry, formerly with the New York office of George W. Clark Inc., station representatives, will headquarter at the offices of WINS New York, which, along with KYA, is a J. Elroy McCaw property.

WALL Boosts Rates 10%

WALL Middletown, N. Y., has instituted a general rate increase of 10% and established a premium time during the noon hour, James M. Patt, president, has reported. Mr. Patt said a 100% increase in the station's "program product" expense necessitated the increase, "although an all-time high in listenership gives advertisers a lower cost per listener."

REPRESENTATIVES PEOPLE

John W. Hicks Jr., advertising manager, Burrus Mills, named manager, Dallas office, Paul H. Raymer Co. **Broaddus Johnson Jr.,** formerly a radio-tv program director and account executive, Young & Rubicam, to Paul H. Raymer Co., N. Y., as radio salesman.

Jerry McNally, network sales dept., CBS Television, named account executive, Blair-Tv Inc., N. Y.

William H. Harcourt to Burke Stuart Co., radio and tv representatives, as account executive in New York office.

WBEN

is now basic

CBS RADIO

in Buffalo

Buffalo's No. 1 radio station, WBEN, has proudly joined the nation's No. 1 radio network, CBS, to serve and sell New York State's second largest market.

GET THE FULL STORY from HENRY I. CHRISTAL

New York • Detroit • Chicago • Boston • San Francisco

BUFFALO EVENING NEWS RADIO STATION
HOTEL STATLER • BUFFALO 2, N. Y.

FRANK PELLEGRIN (c), H-R Tv Inc., visits KTVH (TV) Hutchinson, Kan., to view the station's new studios at Wichita. Bob Marye (l), chief engineer, and Howard O. Peterson, general manager, show Mr. Pellegrin KTVH's new microwave unit atop Wichita's Hotel Lassen, which beams programs to Hutchinson.

Two Tv Stations to Show 'Tenth of a Nation' Series

A DOCUMENTARY series titled *Tenth of a Nation*, dealing with the contributions of the American Negro to national culture, will be shown over WTTG (TV) Washington and WPIX (TV) New York, starting Sunday, July 11.

J. Strickland & Co., makers of Royal Crown Hair Dressing and Royal Crown Men's Pomade, will sponsor the 13 quarter-hour series, which was produced by American Newsreel and is being distributed by Essex Films Inc. Simon & Gwynn Advertising, Memphis, Tenn., is placing the programs. Essex has offices at 222 E. 46th St., New York.

WNEW Steps Up Campaign For National Business

WNEW New York reported last week that the station has launched a campaign designed to increase national advertising from business sources outside the New York metropolitan area.

Plans for the campaign were discussed at a June 18 meeting between WNEW executives and officials of John Blair & Co., the station's representative for the past 15 years. Richard D. Buckley, new owner-manager of WNEW, pointed out that more than 90% of the station's business falls into the nationally-advertised category, and added:

"With the radio picture better now than it was five years ago at the advent of big-time television, we feel that this is a time for our story to be told nationally in the most effective way possible."

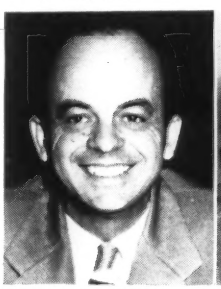
Mary McKenna, newly-appointed research head, said that WNEW's "rating picture is at an all-time high," and she described for the meeting new rating material resulting from the station's recent acquisition of the Nielsen service.

WNEW New York executives and members of its representative firm confer on the station's new drive for national advertising. The conferees (l to r): seated, John Blair, president of John Blair & Co.; Mary McKenna, WNEW research director; Richard D. Buckley, president and manager of the station; standing, Heber Smith, manager, Blair's San Francisco office.

Day to Head KLZ Denver Promotion-Publicity Unit

FORMATION of a single promotion and publicity department to handle both radio and tv activities for KLZ-AM-TV Denver was announced last week by Hugh B. Terry, president and general manager.

Bill Day, former KLZ radio promotion chief, and a veteran of 13 years in Denver radio, heads the new department and assumed duties June 15. He will be assisted by Ted Hardy, until recently promotion manager for KBTV (TV) Denver. Lewis Thomas, former KLZ-TV promotion manager, has resigned to become alumni fund director at the U. of Denver.



MR. DAY

MR. HARDY

WKNB-AM-TV Dedicates Television-Radio Center

DEDICATION of the new Television-Radio Center of WKNB-AM-TV New Britain, Conn., was held last Wednesday. Gov. John Lodge was keynote speaker at the official opening.

The new building is located in West Hartford, comprising 20,000 square feet of operating space. The ch. 30 station began operation in February 1953 and was New England's first uhf outlet, the station reports.

Other dignitaries attending the ceremonies included Mayor Edward B. Scott of New Britain, Mayor Dominic DeLucco of Hartford, Mayor Edwin C. Carlson of West Hartford and members of the city councils of the three communities. More than 200 representatives from government, business, civic organizations, radio and tv networks also were guests.

WOI-TV's New Rate Card

A NEW rate structure that "will result in reduced rates," has been announced by WOI-TV Ames, Iowa. With rate card No. 5, effective July 1, Class A ($500) and B ($375) remain unchanged. Two new time periods have been added: Class C ($275) and D ($150). Frequency and time adjustments are allotted in all periods. WOI-TV (ch. 5) is a commercial outlet operated by Iowa State College. It is affiliated with CBS, ABC and DuMont.

Airwaves Assoc. Now Clarke Brown Co.

CHANGE in the firm name of Airwaves Assoc. to Clarke Brown Co., Houston and Dallas, and simultaneous expansion of offices, personnel and services, were announced last week by Clarke R. Brown, head of the southern regional radio - tv station representation firm.

MR. BROWN

Mr. Brown said his expansion program is in answer "to the apparent need for specialized services on a regional basis," and that in confining his company's efforts to the southern states Clarke Brown Co. can "more intimately know" the stations it represents and thereby render better service to the agencies and accounts throughout that area.

Full time permanent offices will be maintained in Houston at 520 Lovett Blvd. and in Dallas at 1000 Fidelity Union Life Bldg., with Robert E. Stuart heading operations at the latter office. A contact office also is being maintained at Suite 649, Claiborne Towers, New Orleans, Mr. Brown said.

Appointments at Houston and New Orleans will be announced within the next few weeks, Mr. Brown said. Services will cover, "with slight variations," agencies and accounts in Texas, Oklahoma, Louisiana, Arkansas, Mississippi, Alabama and western Tennessee.

Mr. Stuart most recently was with O. L. Taylor Co.'s Dallas office and remained there when it was taken over by the Paul Raymer Co. to the present time. Previously, he was radio-tv director for Lannan & Sanders Adv., Dallas, for three years.

Clarke Brown Co. currently represents: (radio) KTRM Beaumont, KTSM El Paso, KGBT Harlingen, KFRO Longview, KRIO McAllen, KONO San Antonio, KTAE Taylor, WACO Waco, all Texas; WAFB Baton Rouge and KCIJ Shreveport both Louisiana; and KBYE Oklahoma City; (television) KRBC-TV Abilene, KTSM-TV El Paso, KGBT-TV Harlingen, KMID-TV Midland-Odessa, all Texas, and WAFB-TV Baton Rouge and KTAG-TV Lake Charles, both Louisiana, and WPFA-TV Pensacola, Fla.

KAVR Begins Operation

KAVR Apple Valley, Calif., new 5-kw independent on 960 kc, started operating June 5 on a daily, 14-hour schedule of news and recorded music. Gov. Goodwin J. Knight and other state and county officials took part in the opening ceremonies, according to Charles H. Cowling, general manager.

Station's studios and executive offices are housed in a new wing adjoining Apple Valley Inn, representing a more than $50,000 investment. Jerry Casselman, formerly in KMPC Hollywood traffic department, is program director, and Dean Kiner, former KCSB San Bernardino chief engineer, is chief engineer.

Harry Hartman, WVDA, Dies

HARRY H. HARTMAN, 53, sales manager of WVDA Boston, died June 19 after a heart attack. He had been with the Boston station for six months. Survivors are his wife, a son and two daughters.

superior...

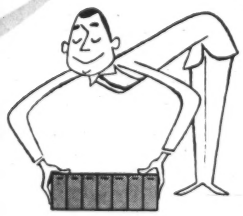
including superb transmission of FCC-approved COLOR signa

HIGH POWER *Plus* PERFORMANCE

25 kw low band

50 kw high band

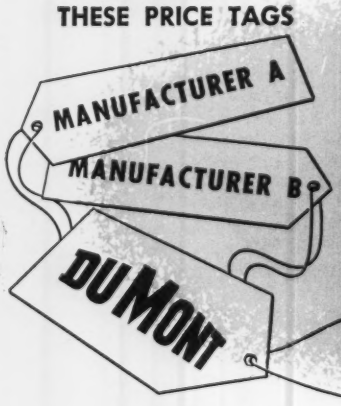
QUIET! Water-cooling of final anodes **only** assures extremely quiet operation — no noisy "wind-tunnel" roar.

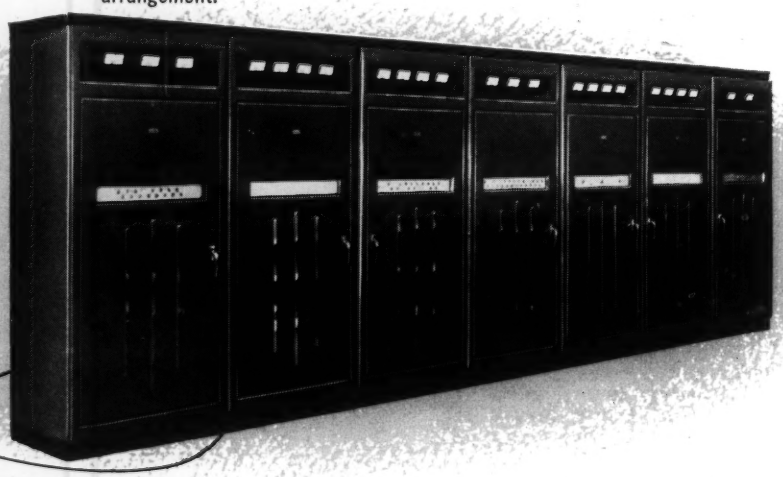


COMPACT! By actual comparison this transmitter requires 60% less space. The aural and visual sections can be separated and subdivided for flexible layout arrangement.

ECONOMICAL! Both aural and visual amplifiers are identical — spare parts are interchangeable.

COMPARE
THESE PRICE TAGS





SERIES 9000 (LOW BAND) 25 KW VHF TELEVISION TRANSMITTER

BY EVERY MEASURE!

- Single 4W20000A tetrode used in both aural and visual amplifiers of 25 KW. Pair employed in aural and visual amplifiers of 50 KW.
- Separate built-in power supplies in both aural and visual amplifiers safeguard against cut-off due to possible failure in either section,
- Exceeds FCC color specifications.
- Low Driving Power! 25 KW Transmitter: only 500 watts.
  50 KW Transmitter: less than 5 KW.
- Compact design permits *one-man tuning*—quickly and easily.
- Simple broadband circuits require minimum tuning with aid of built-in wobbulator and band-pass indicator.
- *No external sideband filter required.* Intermediate level modulation provides simpler attenuation.
- No fuss in tube-changing! Tubes equipped with self-sealing quick-disconnect couplings. Tube-changing time: 30 seconds.
- Trouble-light system indicates and locates breakdowns instantly.

Add up all the features of the Du Mont 25 KW / 50 KW transmitters and compare to other transmitters in this power class. You'll quickly discover that your best buy is Du Mont, from the initial cost view and on an operating cost basis. With a Du Mont installation, more of that high-power money will find its way into *your* pocket.

DU MONT

WRITE... for Bulletin describing in detail the new Du Mont 25 KW (for Channels 2-6) or 50 KW (for Channels 7-13) Television Transmitters.

TELEVISION TRANSMITTER DEPARTMENT
ALLEN B. DU MONT LABORATORIES, INC.
CLIFTON, N. J.

SERIES 12000 (HIGH BAND) 50 KW VHF TELEVISION TRANSMITTER

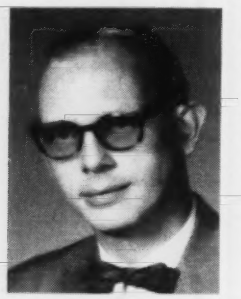
STATION PEOPLE

Robert Z. Morrison Jr., account executive, NBC New York, appointed sales manager, WKBH and WKBT (TV) La Crosse, Wis. WKBT is scheduled to start operations Aug. 1.

Ken Marsh returns to WJHL Johnson City, Tenn., as commercial manager.

G. B. Gordon, formerly with KACY-TV Kansas City, named director, WICS-TV Springfield, Ill.

Don Cavitt, former advertising manager, Petersen Furniture Co., Chicago, appointed sales manager, KSOO Sioux Falls, S. D. Mr. Cavitt will also be in charge of station and sales promotion and publicity.



MR. CAVITT

George Gray, formerly general sales manager, WKNA-TV Charleston, W. Va., named national sales representative, WLWD (TV) Dayton, Ohio.

Lonnie Licata, KTFS Texarkana, Tex., appointed temporary station manager, KDKD Clinton, Mo., succeeding **Joe Potts,** resigned June 15; **Lee Malone** to handle KDKD regional sales; **Stephen Labunski,** commercial manager KUDL Kansas City, Mo., adds duties as general supervisor, KDKD, and **Jim Price,** formerly of KCKN Kansas City, to announcing staff, KDKD. All stations are operated by Clinton Broadcasting Co.

W. V. "Bill" Hutt, general manager, KLRA Little Rock, Ark., resigns, effective today (Monday), to become commercial manager, KTHS same city. Mr. Hutt is succeeded by **Glen H. Robertson** [B•T, June 21].

MR. HUTT

Lloyd E. Cooney, public relations director, Blue Cross and Blue Shield Plans, Salt Lake City, to KSL-TV, same city, as account executive. **Robert G. Murdock,** recently released from USAF, to KSL Radio as promotion manager, succeeding **A. Wayne Baker,** now vice president, Francom Adv. Agency, same city.

Charles Powers, account executive, KBIS Bakersfield, to KROY Sacramento in same capacity. **Edward R. Jeffery,** program and sales department, and **Patricia Thiebaud,** sales service department, both KROY, named sales service manager, and account executive, respectively. **Eddy Gish** and **John Z. Ickes** promoted to production manager and operations manager, respectively.

George R. Lindsey, account executive, KNGS Hanford, Calif., to KLAC Hollywood in same capacity.

Barney Doyle, WILS Lansing, Mich., named account executive, WKMI Kalamazoo. **Dick Creswell** to WKMI as disc m.c. **Dan Daniels,** disc m.c., promoted to program director.

Raymond E. Spencer, formerly publicity director, WGAR Cleveland, to KLAS-TV Reno, Nev., as news editor and publicity director.

Frederic von Stange, producer-director, WITV (TV) Ft. Lauderdale, Fla., named production director, WJNO-TV Palm Beach.

Lillian Derbaum, copy chief, WJHP Jacksonville, Fla., named continuity director, WIRK West Palm Beach.

"Rich" Williams, night operations chief, WKBV Richmond, Ind., named to head continuity dept. **Bill Quigg** named summer relief announcer.

Sir Michael Bruce, 11th baronet of Stenhouse and Airth, named public service director, CKNW New Westminster, B. C.

Ralph Sacks, formerly commercial manager, KSAN-TV San Francisco, to sales dept., KSFO same city.

Robert Morgan, assistant in operations dept., WPIX (TV) N. Y., promoted to floor manager.

William D. Alford appointed assistant farm director, WLW Cincinnati.

Michael Lapeter, engineering staff, WPIX (TV) New York, promoted to chief projectionist.

Alan Rusten, former news director, WDEL-TV Wilmington, Del., to WPTZ (TV) Philadelphia news staff, as news writer.

Joseph Gioanetti, formerly with Allen B. DuMont Labs; **David R. Jensen,** formerly with WBTA Batavia, N. Y., and **William Millard** named engineers, WSYR-AM-TV Syracuse, N. Y.

Bill Moore, formerly parttime announcer, WCIA (TV) Champaign, Ill., named fulltime announcer and publicity-public relations director; **Sandra Racine** to copy dept.; **Chris Meyer** to stage and projection depts., and **Ray Kabaker** to continuity dept., WCIA.

Jim Gibbons, sports director, WMAL-AM-TV Washington, D. C., signed for play-by-play broadcasts of Washington Redskins football games this fall.

Herb Carneal, sports director, KYW Philadelphia, added to announcing staff for Phillies and Athletics baseball broadcasts.

Charlie Baxter to announcing staff, WQAM Miami. Mr. Baxter was father of boy June 8.

R. G. Dalchau, with KGBS-TV San Antonio when call letters were KEYL, returns to station after Army service.

Charles Crawford to WDRC-AM-FM Hartford, Conn., as summer relief announcer.

Jane Bruce, traffic manager, WEW St. Louis, named music librarian. **Betty Ray** succeeds Miss Bruce.

Patricia Gordon, former music librarian, KGFJ Hollywood, to KBIG Avalon, Calif., as assistant music librarian, replacing **Norma Morse,** retiring.

James Yocum, account executive, KBIF Fresno, resigns to form Design Adv. Service at 217 West Mineral King, Visalia, Calif.

Dale Reynolds, recent graduate, Nebraska College of Agriculture, to farm service dept., WNAX Yankton, S. D.

H. Wesley Nichols and **Frank Carter** to mail dept., WBAP-AM-FM-TV Fort Worth, Tex.

Thomas C. Hurst to studio staff, WIRK-TV West Palm Beach, Fla.

Pat Helm, assistant traffic manager, Hollywood studios, KBIG Avalon, resigns to become a civilian recreation leader with U. S. Army in Nurnberg, Germany.

Joe Goodfellow, director of sales, WRC-WNBW (TV) Washington, elected to board, Washington Advertising Club.

William H. Shaw, general manager, KHMO Hannibal, Mo., elected to board, Hannibal Chamber of Commerce.

William Mears, program manager, KOIN Portland, Ore., elected president, Portland Civic Theatre, 1954-55 term.

Phil Ellis and **Bill Jackson,** announcers, WPTF Raleigh, N. C., selected for leading roles in "My Three Angels," to be performed by Raleigh Summer Theatre.

Jack Lehman, studio manager, WSYR-AM-TV Syracuse, and Beverly Murray were married June 12.

Terri Lowen, program director, WFLN (FM) Philadelphia, and Jerry Finn were married.

Tom Fitzpatrick, tv director, WSYR-AM-TV Syracuse, N. Y., father of boy June 6.

Jim Godfrey, engineer, WTAG-AM-FM Worcester, Mass., father of boy, Robert. **Helen Godfrey,** mother, was formerly on same engineering staff.

Dave Ballard, chief announcer, KFWB Hollywood, and wife **Jackie Ballard,** former radio actress, parents of girl, Joan Marie, June 12.

PLANS for construction of a new WJBK-AM-FM-TV Detroit studio and office building have been announced by George B. Storer Sr., president of the Storer Broadcasting Co., licensee. Construction of the three-story Georgian style edifice is expected to start within a few weeks.

features

FABULOUS HOUSTON

NOW

1,000,000

M-DAY JULY 3, 1954

Reach 'em all

with

KLBS

610 on Every Dial

Texas' Largest Full Time Independent Station

ASK THE WALKER REPRESENTATION CO., INC.

KOLN-TV TOWERS 1000 FEET ABOVE LINCOLN-LAND

NEBRASKA'S OTHER BIG MARKET!

The map below shows Lincoln-Land — 34 counties with 182,982 families. (The city population of Lincoln is more than 100,000 people — in the same bracket with Columbia, S. C., Madison, Wis., Lancaster, Pa., Topeka, Kan., Schenectady, N. Y. or South Bend, Ind.)

Actually, the KOLN-TV tower is 75 miles from Omaha; Lincoln is 58 miles. With our 1000-foot tower and 316,000 watts on Channel 10, effective June 1st, KOLN-TV will reach over 100,000 families who are unduplicated by any other station . . . Ask Avery-Knodel, Inc.

AM - TV - FM

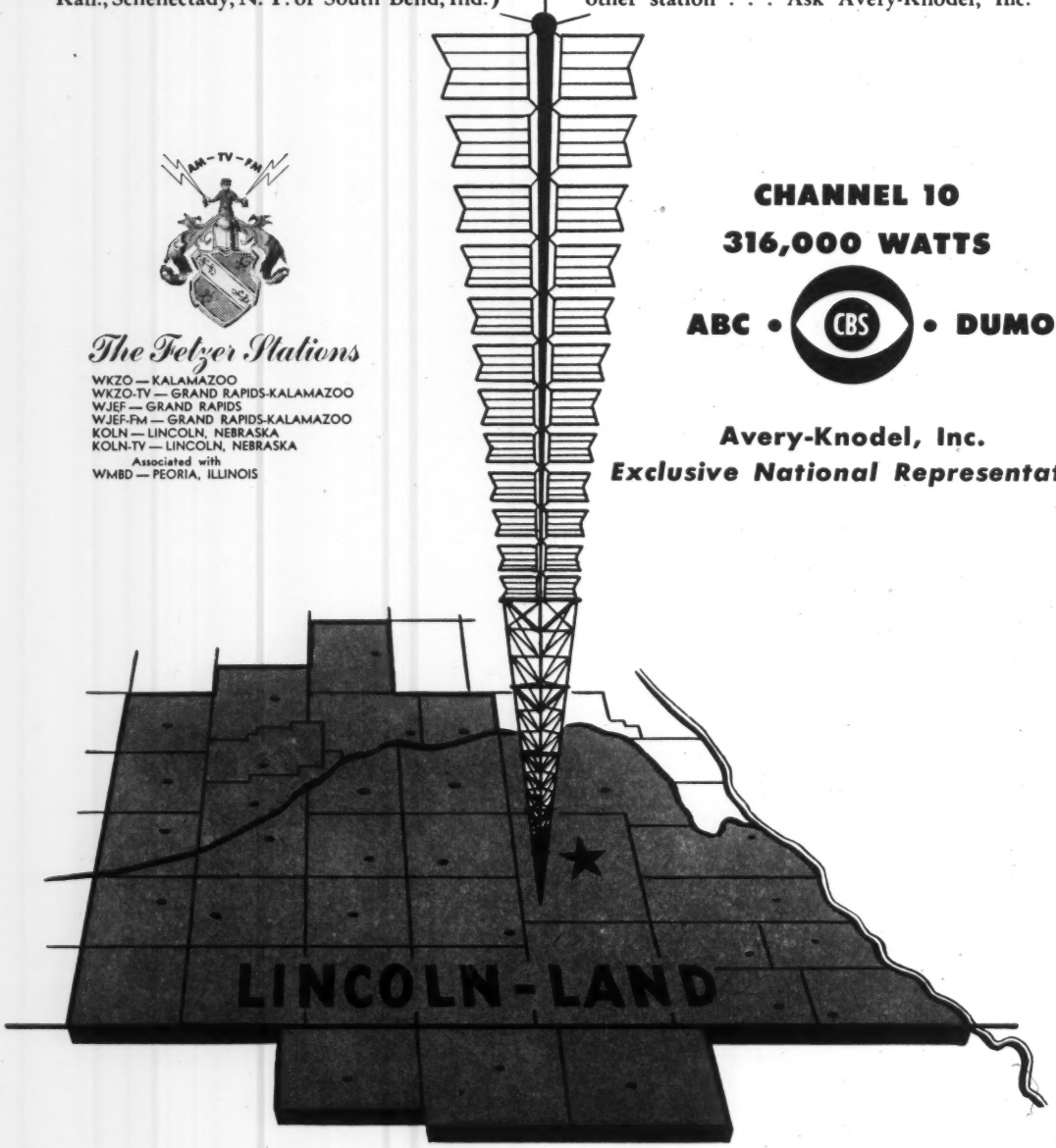
The Felzer Stations

WKZO — KALAMAZOO
WKZO-TV — GRAND RAPIDS-KALAMAZOO
WJEF — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN — LINCOLN, NEBRASKA
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD — PEORIA, ILLINOIS

CHANNEL 10
316,000 WATTS

ABC • CBS • DUMONT

Avery-Knodel, Inc.
Exclusive National Representatives



ADS, WOMEN and BOXTOPS

by DUANE JONES *as told to Mark Larkin*

Chapter IV

OF SOAP, CHRYSANTHEMUM ROOTS AND BLARNEY STONES

A STORY I have used many times is the one Claude C. Hopkins told me at the Lord & Thomas staff meeting (which I described in an earlier chapter) to illustrate the principle that you should always take a chance on the customer and never ask him to take a chance on you. I remember using it when I set out to sell a brand new idea to Frank G. Burke Jr., vice president of the Manhattan Soap Co., maker of SweetHeart Soap.

We had been handling the account for only a short time. Although sales were increasing, I was not satisfied. SweetHeart Soap was definitely a fighting brand. It was then in fourth place in the toilet soap field, but seeking market supremacy. I felt that if I could hit upon a promotion that would appeal to housewives, sales would go up much faster.

Fittingly enough, the executive offices of Manhattan Soap are situated on Manhattan Island, a little east of center. Having made my way hurriedly through heavy midmorning traffic to keep an appointment with Frank Burke to discuss this new merchandising idea, I had to cut back my momentum as I faced him across the desk. I stand six-feet-one and tip the scales around 190, so no one thinks of me as being tiny. Yet Frank Burke is taller and outweighs me by perhaps 20 pounds. He was stacked up loosely in a swivel-chair behind his desk, in an office furnished in a vintage that predated World War I.

I must have looked like an over-burdened mailman making his first delivery as I unloaded my cargo of artists' sketches, rough layouts and typed copy suggestions.

"Years ago," I began, as I arranged the displays for an effective sales pitch, "I learned something I've never forgotten about advertising." Then I told him about Claude Hopkins, the place he held as a pioneer, and gradually worked into Hopkins' story of the farmers who wanted to sell him a horse. I told how one farmer was unwilling to take a chance on Hopkins; he wanted $300 in advance for his horse before letting Hopkins have it on trial. And how the other farmer put the deal in reverse, offering a month's trial of the horse with the understanding that Hopkins would pay $300 if the horse were sound, as represented.

I built it up dramatically, emphasizing the philosophy that a manufacturer should always take a chance on the consumer and never ask the consumer to take a chance on him.

"Now," I concluded, "I want to apply that principle to SweetHeart Soap."

Mr. Burke showed quick interest. "How do you propose to do it?"

This was the big moment! This was where I sold the big idea! Leaning forward, I said, "I want Manhattan to offer to buy any new customer's first three cakes of SweetHeart Soap."

Frank Burke's expression showed that he didn't get it. "You want Manhattan to do what?"

"Buy any customer's first three cakes of SweetHeart Soap." Then I unfolded the whole plan. We'd tell radio listeners and newspaper readers in an effective advertising campaign that Manhattan would buy their first three cakes of SweetHeart Soap. All they had to do was go to their nearest grocer, purchase the soap, take it home and try it, then write Manhattan a 25-word letter telling why they either liked or disliked the soap, and enclose all three wrappers with their letter. Manhattan would then refund the purchase price of the soap, plus postage.

THIS SERIES, CONDENSED FROM A FORTHCOMING BOOK, IS APPEARING EXCLUSIVELY IN B•T.

Mr. Burke was silent for a time, considering the proposition from all angles. At last he said, "Jones, that's the craziest idea I ever heard of. Why, man, it would break the company. Redemptions would put us out of business."

"Redemptions will be nil," I said. "Lethargy and procrastination will hold redemptions to a minimum. Housewives will buy the soap, intending to write in and save the cost, but procrastination will intervene. It takes time to write even a 25-word letter. Many housewives, therefore, will put it off until tomorrow. And tomorrow will never come."

I knew this not only from my advertising experience but from related instances in other lines. For example, you are penalized with a small service charge when you buy a ticket for cash on a railroad train. You can redeem that service charge, however, by going to the main office and presenting the slip given you by the conductor. But less than one-half of one per cent of the passengers ever do, even those who use the lines frequently enough to make the refunds worthwhile. Why do they neglect this opportunity to get their money back? Because of procrastination, a combination of inertia and lethargy.

Nevertheless Frank Burke couldn't see it. He said, "N.I." which means, "Not Interested."

On the way up town, I was not only discouraged, I was downcast and low. We'd spent a lot of time and effort building up that campaign, so it wasn't strange that I felt frustrated. Where, I wondered, had I missed the boat on Hopkins' story? It had never failed me before.

When I got back to the office, several people were waiting to see me, so the day passed without my having to tell anyone what had happened, but I knew I'd have to face the music next day.

I'm an early getter-upper, regardless of when I go to bed. It's been a life-long habit, and usually puts me on deck first every morning at the office.

When I arrived next morning, my phone was ringing. The switchboard was closed and my night line was still up. I picked up the receiver. It was Frank Burke. Naturally I thought the worst. My heart dropped into my boots. I had blundered the day before, so now he was going to resign the account. I saw a two-million-dollar budget jumping out the window.

"Have you still got those sketches and stuff you were showing me yesterday?" he asked.

"Yes," I said, wondering what was up.

"Well step right over here with them," he said. "I've changed my mind. We're going through with that idea of yours."

That was the beginning of the "Let Us Buy You" deals. As a proved technique they are widely used now by fighting brands in the package goods field.

Our first headline, duplicated in commercials, read:

LET US BUY YOUR FIRST 3 CAKES OF SWEETHEART SOAP

Yours at Absolutely no Cost

The copy went on to explain what I had outlined to Frank Burke in our original discussion.

We ran the offer first on Oct. 6, 1947, in

selected test cities in the Northwest using a combination of local radio and newspapers. The tests were so successful that we swung the campaign nationally. It was regarded in the trade as both revolutionary and courageous. But its outstanding advantage lay in the fact that it enabled the makers of Sweet-Heart Soap to get distribution in markets they had never before been able to break. In some areas, however, the deal seemed so hot that grocers were inclined to overstock the product. As a result, it took time in some cases for the advertising to catch up with itself.

Considering the amount of soap sold, redemptions, as I had predicted, were negligible. The reason was that a new value had been discovered in advertising, the value of trading on the lethargy of the housewife.

Because of its success, the "Let Us Buy You" technique was quickly and widely imitated. In a year's time I estimate that approximately $100,000,000 was spent by some 56 national package products advertisers in imitating this technique.

It is with satisfaction that I find we were able to contribute another idea to the advertising industry, one that in this case would ring the cash register for package products. How important it is that we not forget the base rungs of the ladder on which we ascend. For the record, therefore, I dedicate to Claude C. Hopkins our format for the "Let Us Buy You" deals. As a technique it should be put down as follows:

"Lethargy and Inertia are two of an advertiser's best friends. Count on their cooperation when you take a chance on a customer by offering him your product free in return for a small service that costs him nothing. Lethargy and inertia make it doubly safe for you to take a chance."

REGARDLESS of whether the article you are advertising is an old-line commodity or a fighting brand, it is important, if you are promoting it by means of premium deals, to keep in mind that you'll get best results by glamorizing your premiums.

Glamor has a broad base. That doesn't necessarily mean, however, that it must be loud, noisy or flamboyant. When applied either to personalities or products, glamor should always be based on good taste. A flamboyantly-dressed woman, for instance, may actually offend the eye. And the same holds true for an overdressed sales pitch. But if both the lady and the sales pitch are garbed in good taste and are dramatic too, more than likely they will also get a vote of confidence for their good taste.

The time and place for glamor in a package products campaign is when you're running a premium deal.

For example, glamorizing the premium for 7-MINIT Pies, mentioned earlier in our story, made possible the sale of more than a million packaged pies through one offer.

In setting up that deal as a point-of-sale premium, we considered dozens of items in the low-price field—small gifts for personal use or adornment, utility articles, jewelry, and housewares. But none seemed exactly right for our specific purpose. Then the client suggested the idea of a pie pan—unglamorous to be sure, but correlated to the product.

Our premium buyer put on his rose-colored glasses and after taking a good look at the premium possibilities of a pie pan, voted unanimously for it. "It's practical for packing and mailing," he said, "and available in quantity. Best of all, the very finest make comes within our price range."

"But what do we use for glamor?" I asked.

"Why, the maker's name," the premium buyer replied. "All we'll need to do is announce it in our commercials and supporting newspapers ads, and a gold rush of housewives will make cash registers sing."

I liked his enthusiasm but couldn't repress a grin. "I'll make you a bet that not one woman in a hundred will recognize that pie pan by name."

So the argument was on. And we finally decided to settle it by canvassing the distaff side of our office personnel.

It turned out that not one among them had ever heard of the pie pan. Next morning, however, five shamefaced feminine members of the staff trooped into my office before going to their desks and confessed they had been using that particular pie pan and didn't know it.

Pie Pans and Glamor

In the meantime I had been groping for a glamor idea. The premium definitely had possibilities. For one thing, it was a repeater, and repeaters are few and far between. A housewife, for example, needs only one mechanical can-opener. But she can always use several pie pans. So the premium itself would encourage repeat sales. Housewives would see it as an opportunity to build up a supply of pie pans merely by purchasing several packages of 7-MINIT Pies.

"You weren't so wrong," I told the premium buyer, "about glamor residing in a name. It just happened, though, that you picked the wrong name. But take the Waldorf-Astoria as a case in point. Every woman in this country has probably heard it mentioned as 'The Waldorf'. The name definitely spells glamor. The great feminine ambition, I'm told, is to stay there, see the people from everywhere come and go, show off in pretty clothes, dine and dance, then send out postcards to a wide circle of friends. So let's call our premium the Waldorf Pie Pan."

Well, that did it. Just a simple little thing like that. We knew because we proved it with tests, both with and without the name 'Waldorf'. And thus having set our sights on the target, we poured on a concentration of fire, both by local radio and local newspapers, saturating each market area with our sales messages, intensifying their striking power by repetition and reiteration in a well directed pattern of sequence. It was a great satisfaction to me to know that the campaign made merchandising history.

A glamorized premium often accounts for the difference between the success and failure of a deal. I found that out when we first offered chrysanthemum roots. We were confident we had picked a winner that would more than justify the difficulty of locating a firm that had imported a special shipment from China. I had learned that the roots were to have been used in an improvement project in Westchester County, but plans changed, and that enabled us to buy them at a bargain. Much to our surprise, though, when we offered the roots on the air, results at best were mediocre.

Madame Chiang Kai-shek was touring this country at the time, so we decided to try to get from her some sort of testimonial that might give new life to the premium. Fortunately, it turned out that she had some of the very same species in her own garden in China. Very graciously she permitted us to say so in both our commercials and newspaper ads. The magic of her name in association with the chrysanthemum roots glamorized the premium so effectively that what had looked like a dismal failure became an outstanding success. More than 300,000 returns were tallied in the final count-up.

There there were our Blarney Stone offers. In announcing each of these we virtually told people that instead of spending a couple of thousand dollars to go to Ireland to kiss the Blarney Stone and thus acquire the good luck and gift of gab it was alleged to bestow, we would send them a piece of Blarney Stone on a charm bracelet. The idea must have caught on, for we received 408,000 requests for Blarney Stone charm bracelets, each accompanied by a quarter and a label.

Every Blarney Stone premium carried a guarantee that the stone came from Blarney Castle's picturesque grounds. I had obtained ten tons of the stone from the very quarry on the Blarney estate that produced the famous Kissing Stone.

Without seeking it—in fact, without even dreaming of such a thing—I obtained a monopoly on Blarney Stone outside of Ireland. The publicity hubbub inspired by shipping the stone to this country caused Irish authorities to pass a law prohibiting the export of any more Blarney Stone.

Success of the highest order has always accompanied every Blarney Stone offer—and we have made many of them, ranging from rings for bartenders to pins for debutantes.

Other glamorized premiums, just to mention a couple from a very long list, include first the Eisenhower Freedom Sword Pin, a gold-plated lapel pin made up as a replica of the Freedom Sword presented to General Eisenhower for the British people by the Lord Mayor of London as a tribute to his leadership in winning World War II. At the end of the fourth day of this radio offer, the deal had to be withdrawn, for by then we had been inundated with 400,000 returns.

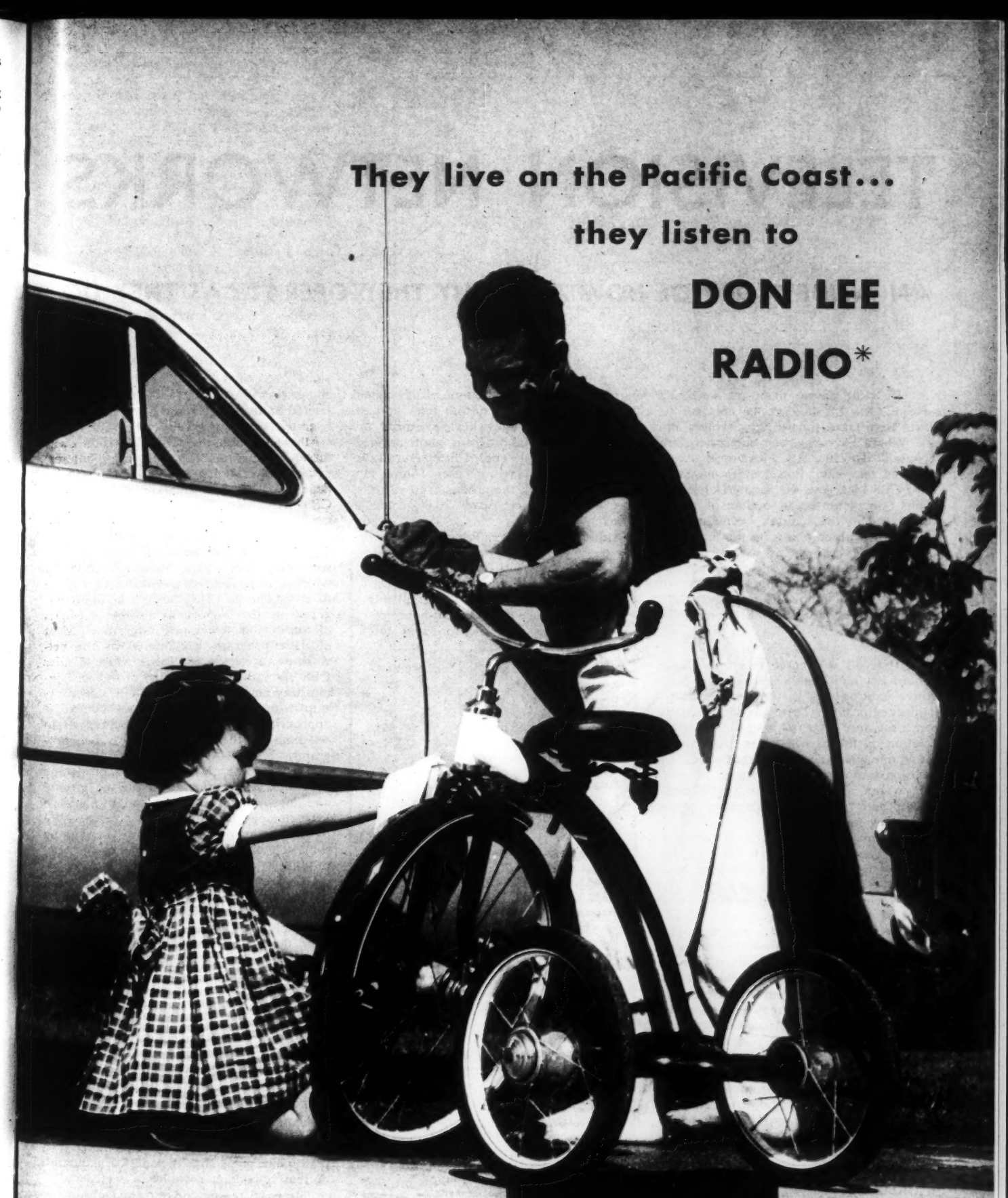
Another record-breaker was our Sterling Bowknot Pin with a real cultured pearl (which we sent out and pawned for $1.50 before launching it via radio for 25 cents and a label). We met the demand by cornering the cultured pearl market.

I could go on and on, but there would be little point in it. In passing I might say, however, that it is the intangible values in advertising, such as glamor, the housewife's inertia, proper merchandising, etc., that provide the oomph for maximum sales power.

In setting the glamor angle down here as a technique I would say:

"Never underestimate the sales power of an advertising intangible. Glamor is one of the best. Its worth can always be measured in labels and boxtops. So see that you always select a premium that can be glamorized when you set up a premium promotion."

(To be continued next week.)



***Don Lee IS Pacific Coast Radio**

A network is only as strong as its *local* coverage. Don Lee blankets the Pacific Coast with *local* coverage from 45 strong *local* stations . . . *the nation's greatest regional network.*

Mutual
DON LEE
RADIO

Don Lee Broadcasting System, Hollywood 28, California, represented nationally by H-R Representatives, Inc.

TELEVISION NETWORKS

AN INSIDE STORY OF HOW AND WHY THEY OPERATE AS THEY DO

IN THE swift development of American television, few of those responsible for its growth have taken time to look around and ask, "Where have we been and where are we now?" On June 18 a leading figure in radio and television, President Frank Stanton of CBS Inc., gave the Senate Communications Subcommittee an outline of television's place in the nation's economic and cultural life with emphasis on the industry's way of doing business as well as serving the public interest. This clear and concise story of television, the miracle industry of the post-war era, follows in excerpted form based on his testimony before the subcommittee [B•T, June 21].

I THINK all will agree that one of the hard but inescapable facts of free competitive enterprise is that there can be no guaranty of profits. There has unfortunately been a measure of perhaps unconscious expectation on the part of some broadcasters that all one has to do is press the button of a television station, no matter where, no matter by whom, and no matter in what circumstances, and by the next day the profits should flow in.

This is not the way it works in the automobile business, the grocery business, the book business or in the broadcasting business. After all, there are many radio stations which were not and are not now successful.

Television stations and networks operated for many years before they made a penny. Stations and networks lost millions annually during the years in which television was getting established. For the three years 1948 to 1950 the aggregate operating losses reported by television stations and networks to the FCC were $48 million. Of these losses, $27.5 million was sustained by the four networks including their 14 owned and operated stations, and $20.6 million by the remaining 93 television stations. It was a long, hard pull and we did not then have the hindsight which we have now to comfort us in the thought that ultimately it would be worth it.

Most of the stations are interconnected by AT&T facilities—either coaxial cable or microwave relay. The cost of such circuits for CBS Television is approximately $10 million a year. The stations which are not so interconnected or which, though interconnected, are unable to broadcast a particular program at the time of its original broadcast, are furnished with television recordings. These television recordings are films of the original program, photographed, so to speak, off the end of the picture tube. In fact, CBS Television uses 16mm film for this purpose at the prodigal rate of more than 50 million feet—over 10,000 miles—a year.

Although the CBS Television Network comprises 163 stations in the continental United States, those stations are not owned, operated or managed by CBS Television. Of these 163 stations, CBS Television owns three, with a minority non-voting interest in two other stations. All the rest are independently owned and are affiliated with CBS Television through affiliation agreements.

All networks—to a greater or lesser degree depending on the particular network—are something more than mere conduits by which a program gets from a certain place to its affiliates. They are in addition engaged in the important creative business of producing television programs. Most of these programs are offered by the network to advertisers for sponsorship. Under CBS Television policy, some of our sustaining programs are not available for sponsorship—for example, we do not believe it appropriate to sell religious programs or to sell time for the broadcasting of such programs.

The business of creating and producing programs and getting them off the ground and into the air can be, and often is, a long, tedious and expensive process. We have spent many, many months in shaping some of our programs, engaging writers, producers, directors and talent for what we call auditions or tests. Sometimes these fall by the wayside and never see the light of day. Sometimes it is a year or two before we finally have gotten programs to where we want them in terms of quality. As an example, I would point out to you a series which we call *The Search* in which we plan to do a series of 26 half-hour programs each in cooperation with a different college or university, showing the field of research or activity in which that college or university specializes and which will broaden man's horizon. We began planning that program 20 months ago; we have had 34 members of our staff working on it. We hope to begin it next fall. By then we will have spent in excess of a half a million dollars on its preparation. I would think it a reasonable guess that if a network did not do that, nobody else would.

The basic reason for our engaging in the production of television programs is the recognition of our responsibility to provide individual programs of high quality and to arrange our network program schedule so that we will be able to provide a program

MAN-HOURS IN ONE SHOW

It takes all these people and all this time to produce a single half-hour network drama. Dr. Stanton said this case was typical.

	Man-Hours
Program staff, 7 men	280
Organist, 1 man	6
Casting, 1 man	15
Writer, 1 man	80
Cast, 15 actors	330
Scheduling administration, maintenance, 5 men	4
Estimating coordinating, 2 men	4
Trucking, 3 men	12
Scenery design, 1 man	20
Scenic construction and painting, 24 men	52
Trucking, 3 men	1½
Special effects, 2 men	15
Trucking, 3 men	12
Props, 1 man	12
Program conference, 5 men	10
Story conference, 3 men	5
Budget cost control, 2 men	10
Studio operations, 13 stagehands	195
Wardrobe handling, 2 men	12
Trucking, 3 men	1½
Costume design, 1 man	15
Lighting, 1 man	15
Makeup, 2 men	12
Graphic arts, 1 man	6
Film service, TVR distribution, 4 men	4
Network operations administration, 6 men	3
Stage manager, assistant director, 2 men	21
Three cameras, 10 men	90
Master control, 3 men	3
TVR, 3 men	1½
WCBS-TV, 2 men	1
Technician, scheduling, administration and maintenance, 12 men	15
Building service, security, 7 men	105
Telecine, 3 men	6
TOTAL	1,374½

sequence which will be attractive to listeners. I believe that CBS, more than any other organization, has pioneered and focused its primary energies on creative programming. We believe that this is the way for a network to be successful. If we have good programs, we get the listeners, and the advertisers. And what is even more immediately relevant, it is through good programming that we can compete successfully for the best possible stations to affiliate with us.

CBS Television Network supplies a total of 78½ hours of network programs per week. Behind this number of programs are more than 60 different departments—Accounting, Business Affairs, Construction, Development of New Effects, Engineering, Executive, Graphic Arts, Network Operations, News, Press Information, Sales, Special Events, Sports, Station Relations, Television Recording, and Wardrobe, to name only a few. CBS Television has 28 studios; 116 live black-and-white cameras; 31 black-and-white film chains; 17 live color cameras, and five color film chains. We employ more than 3,700 persons of various crafts and skills such as writers, directors, producers, singers, actors, announcers, technicians, stagehands, scenic editors, editors, film cutters. (For the man-hours it takes to produce one half-hour network drama see box opposite page.)

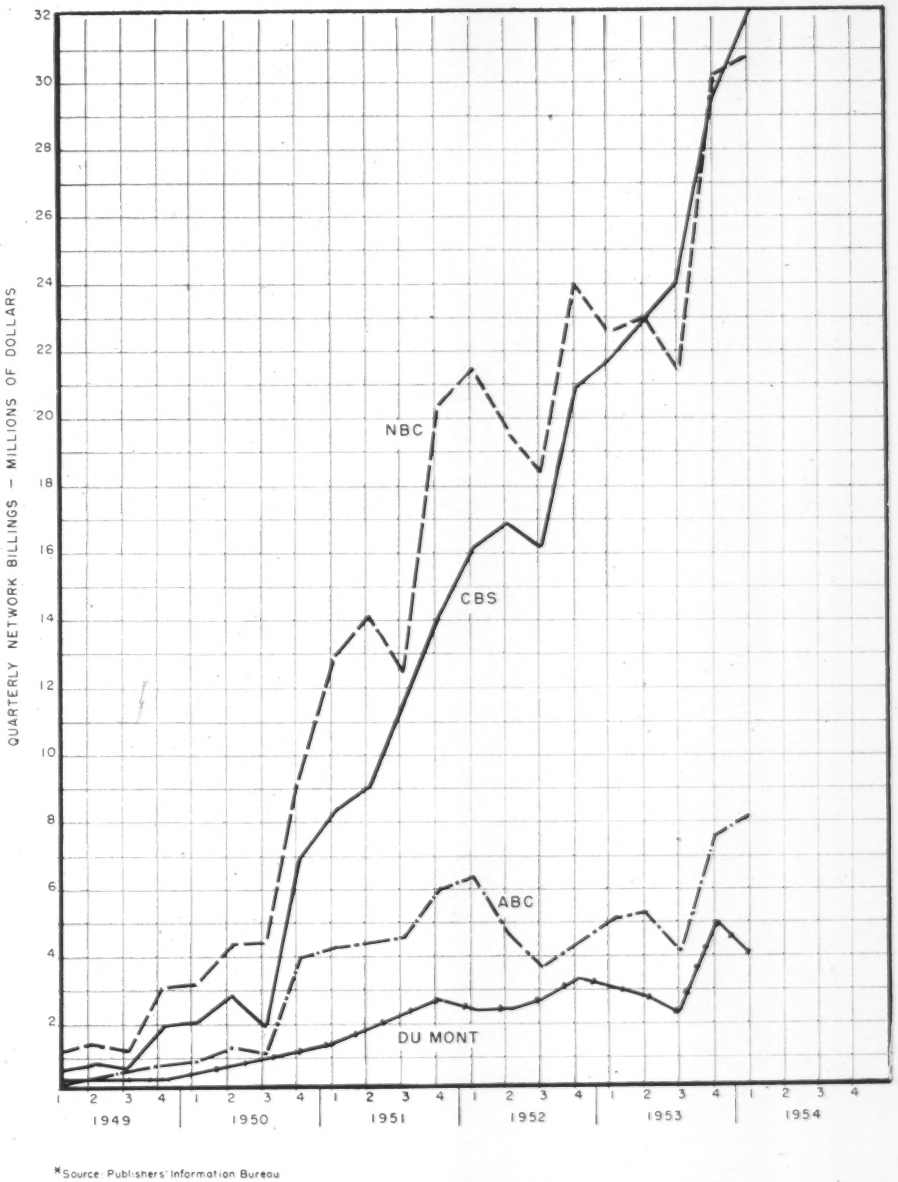
The arrangements and the personnel which went into our broadcasting of the 1952 national political conventions—a type of broadcast which I have chosen because it can only be live and which I doubt could be done at all if there were no networks, began in May 1951, well over a year before the conventions. It required 41,750 man-hours for 118 hours and 11 minutes of actual convention broadcasting.

One Source of Income

To maintain these facilities, to employ these people and to put on these programs we must have income. And that income comes from one source and one source alone—from advertisers. If advertisers will not support CBS Television or any other television network, CBS Television would cease to exist and so would every other network.

It must not for a moment be forgotten that network television is competing for the advertiser's dollar with all other advertising media—radio, magazines, newspapers, billboards and many other media.

If television cannot furnish circulation at competitive costs, advertisers will not use network television; the advertisers' dollars will go elsewhere and television networks will cease to exist. Then there would be no facilities for bringing to the people on a nationwide basis television broadcasts, Presidential speeches, speeches and discussions by legislators, sports events and other special events as they occur. True, there are many methods of programming by which television stations can bring entertainment and local events to the television audience, but live network programming is the only method by which events of national interest can be seen throughout the country as they happen. I will not deny the entertainment and informative qualities of film programs. Some programs require film and are better because of it. But good as they are, it is the live quality, the sense of seeing the event or the play, at the same time that it takes place, in front of your eyes as you sit in your living room, which is the real magic of television.



*Source: Publishers' Information Bureau

TV NETWORK BILLINGS 1949-54

Next is the problem of affiliation. It is what the affiliate can deliver in terms of circulation that is the crux of what a network can offer to the advertiser. We cannot be arbitrary, whimsical, or eleemosynary in our choice of affiliates. We must do our best to affiliate with those stations which will give to the national advertiser the largest circulation at the lowest possible cost. The advertisers insist on lowest possible cost-per-thousand.

We do not discriminate in favor of vhf stations or against uhf stations. We must accept the potential circulation of each station as we find it. We must attempt to select the affiliates in such a manner that each of them provides the maximum circulation unduplicated by any other affiliate.

Our success in keeping costs-per-thousand down is indicated by the fact that for CBS Television, the cost-per-thousand circulation has dropped from $3.93 in 1949 to $2.03 in 1951 to $1.59 in 1953. But that it is a factor which one must constantly take into consideration is seen in the fact that in January 1954 our costs-per-thousand went up 16 cents to $1.75, although our projection for January 1955 is that we will get the costs back to $1.59.

The basis of the economic relationship between network and station is that while the advertiser is charged the total of each station's rates which he uses for his program, the money which the station and we receive comes from a sharing, controlled by contract, of that station rate paid by the advertiser. In other words, if an advertiser uses a station whose rate is $500, we get a part of that $500 and the station gets a part of the $500. If the station's rate is zero, not only does the station get nothing; we do not get anything either. Not only do

AGENCIES
ADVERTISERS

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PROGRAMS

television's one book library

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NETWORKS

OVER 500
FACT PACKED
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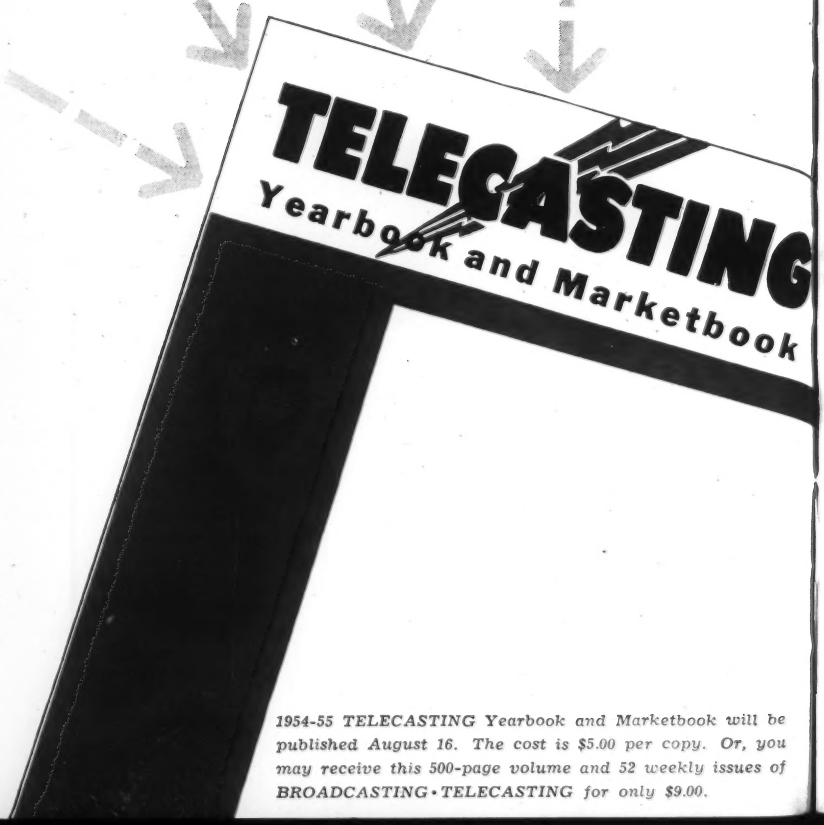
Just about everything . . .
. . . and anything . . . you need to know about television is contained in the TELECASTING Yearbook and Marketbook. Its 500 pages, fully indexed, contain tv business data available in no other single source.



BROADCASTING TELECASTING
1735 DeSales Street, Washington 6, D. C.

Here's my order for:

☐ **1954-55 TELECASTING Yearbook $5.00**

☐ **Annual BROADCASTING • TELECASTING subscription including 1954-55 TELECASTING Yearbook $9.00**

name _____ position _____

company name _____

address _____

city _____ zone _____ state _____

1954-55 TELECASTING Yearbook and Marketbook will be published August 16. The cost is $5.00 per copy. Or, you may receive this 500-page volume and 52 weekly issues of BROADCASTING • TELECASTING for only $9.00.

DR. STANTON

we get nothing; we lose money in such an arrangement—over $4,500 a week for 22 of the small-market stations.

The second type of station where we have refused affiliation is the station which is located in a different city from a present affiliate and may be able to deliver what appears to be a reasonably large circulation which would justify a rate of $150 or more. But the "fly in the ointment" in this second type of station is that its circulation, while seemingly large, does in fact significantly duplicate the circulation of other existing affiliates. Here again, the principle is the same, whether the station is uhf or vhf. In such cases we ordinarily deny affiliation to the station because its circulation is costly and of little value to advertisers or the public. In other words it does not fit our jigsaw puzzle of national coverage.

An affiliation with CBS Television is by no means a guaranty of financial success for the station. While some stations in major markets form a "basic required group" which an advertiser who wishes to use the CBS Television Network must buy, this group obviously cannot include stations in smaller markets. For the latter type of station, the advertiser has an option of picking any one or more. Therefore, in order for an affiliation with such an "optional" station to ripen into any programming or economic return for the station, there is still the not inconsiderable problem of getting the advertiser to order that station. The mere fact that we affiliate with such a station does not mean that the advertiser will order it automatically. I think we find vivid illustration of this in the fact that, as I have already pointed out, we have on our network rate card some 22 affiliates in small markets which average only about two hours of commercial business a week.

By no stretch of the imagination can the word "monopoly" be accurately applied to us. It is obvious that CBS Television does not control anywhere near two-thirds of the market—even if the market is defined as merely limited to network billings—without taking into account other competing methods by which the national advertiser advertises his products either through television or through other media. The gross billings of CBS Television Network fall far short of two-thirds of the total television network billings.

It is a travesty of reality to lump the gross billings of the CBS Television Network with the NBC Television Network in order to justify this "monopoiy" charge. I would suppose that no fact in the broadcasting industry is better known than the intense—and that word is an understatement —competition between CBS and NBC. We fight each other—we fight each other hard —and we never stop fighting. We try to take audience from NBC, programs from NBC, advertisers from NBC, stations from NBC. They try to take them from us. While sometimes some people think that the competition between us is so bitter that it becomes absurd, I have never heard anybody say that there is not enough of it. And I believe that this intense competition, despite what some people may have thought are excesses, has kept us all on our toes and has benefited the public in terms of the programs and the services which they have received.

Television networking is not very old; it goes back only to 1948. Each of the present four television networks were in business then. At the end of the first quarter of 1949 —the first days of television networking— the position of the four networks in terms of gross billings was this:

The network gross billings of NBC for that quarter were just a little over $1,000,000; the gross billings of CBS were $431,000, the gross billings of ABC were $51,000; and the gross billings of DuMont were $250,000.

We all started from scratch. I don't know what the facilities of the other networks were back in 1949 and 1950. But I do know that we certainly were no giants of the television earth then; at the end of 1949, our personnel devoted to television network broadcasting numbered 409; we had only four studios and 17 cameras.

Nothing up Sleeve

There was no magic which accounts for the way these lines rise on the graph. There was nothing but the hardest kind of work, the most courageous kind of investment in plant, facilities, talent and creative programming; there was the most vigorous pavement pounding and the hardest kind of selling. This is a business in which there are no free rides; you must spend money to make money and you must work awfully hard at it. We made tremendous investments in programming and in such plants as Television City in Hollywood.

We invested over $43,000,000 in television prior to 1952 before we got back a single penny in profits. And CBS Television did this under a handicap that was unique among the four networks. It is an established fact that the backbone of profits in the television broadcasting business is not networking at all, but in the profits from station ownership. Even today, despite our enormous investments and enormous expenditures, the profits attributable to television networking are relatively modest.

I am sure that it would be very easy for us to pick three independent stations affiliated with us whose combined profits in 1953 exceeded the profits of the entire networking operation of CBS Television. Yet despite the importance to a network of owning stations, in terms of revenues, CBS Television, alone among the four networks, only owned one station until 1951, and even now owns only three, with a minority interest in two others. DuMont owns and has owned three from the beginning; NBC and ABC each owns and has owned five.

We were under another important financial disadvantage: we were one of the two —ABC was the other—of the four networks which did not have the immense financial advantage of being in the television receiver manufacturing field during these critical formative years of television broadcasting. It is also a well known fact that until 1952, it was not the television broadcaster but the set manufacturer who reaped the profits from television.

Television has come a long way in a very short time. I can find nothing in our economic history which matches the rapid and dramatic growth of television. Television has still further to go—much further—and with color there are new opportunities and new horizons.

CONVERTING THE PUBLIC

WHILE the transmitting end has claimed most of the limelight in discussions of uhf's problems, the JFD Mfg. Co., maker of receiving antennas and accessories, is tackling the other end—the set and its owner.

On the theory that, aside from programming, "public acceptance of a uhf station depends largely on the installation at the receiver," the Brooklyn, N. Y., firm is conducting an educational program that encompasses not only clinics for servicemen and dealers but also:

(1) A campaign of one-minute tv film commercials currently running in more than 30 markets;

(2) Cooperation with uhf stations in presenting special telecasts, free of commercial plugs, to educate viewers on whys and wherefores of conversion, and,

(3) An offer of like cooperation with any station east of the Rockies —"in some cases, we'll go west"— in presenting similar on-the-air clinics.

In the promotion of uhf generally, JFD officials cite activities at and by WRTV (TV) Asbury Park, N. J. (ch. 58), as especially intensive and effective. In addition to a dealer uhf conversion clinic there, which JFD organized and in which numerous manufacturers participated, JFD engineer Simon Holzman went before the cameras to explain conversion problems to viewers.

Going on the air in a market served by seven vhf outlets, the Walter Reade Theatres' station has, among other things, offered television servicemen-dealers 25 cents a call for soliciting uhf conversions; distributed consumer mailing lists to all service-dealers, promoted television in the Walter Reade Theatres.

OF MICE AND ELEPHANTS

NEW promotional folder being sent to advertisers and agencies by WBBM Chicago emphasizes the "fact" that elephants aren't afraid of mice. The folder is an adaptation of a recent station advertisement and uses illustrations of elephants to point up the station's size. The ad prompted replies that elephants are supposed to fear mice so WBBM checked with Chicago's Lincoln Park Zoo and New York's Bronx Zoo. Consensus: "it just ain't so." The leaflet uses Pulse ratings to show WBBM has a 40.1% larger daytime audience and a 28.8% larger nighttime audience than the next Chicago station. WBBM also leads in quarter-hour shows, news shows and locally-produced shows, according to the folder.

WTAG RESORT 'TRAVELOGUES'

VACATION "travelogues" will be tape recorded by WTAG Worcester, Mass., in its mobile unit which will visit various New England resort areas. The material gathered will be presented in daily 10-minute installments, to be aired serially over a week's period. WTAG co-stars Julie Chase and Johnny Dowell (*Julie & Johnny* show) will record program material in Gloucester and Plymouth, Mass., Newport, R. I., and resorts in the White Mountains of New Hampshire. Plans for covering Vermont are scheduled for early fall. The recording team will work with the individual Chambers of Commerce and State Development Commissions.

XETV (TV) THEATRE TURNOUT

XETV (TV) Tijuana (San Diego) reports a turnout of 4,600 children and parents for a "get acquainted" theatre party staged as a result of an invitation from that station's new tv personality, "Ranger Hal." Only four days after "Ranger Hal" made his tv debut, he asked young viewers to visit the Fox Theatre for a 9:30 a.m. Saturday party. This was backed up with on-the-air promotion. Children began forming a line at 6 a.m., and by 9 a.m., the line encircled a city block. It was necessary for the Fox chain to open a second theatre to accommodate the overflow. Film and stage equipment were shuttled the four blocks between theatres. "Ranger Hal" (John Halvorsen) conducts a 90-minute western and comedy program combining live action and film.

DOG'S WORST FRIEND

POISONING of dogs in a new residential area led WEWS (TV) Cleveland to offer a $500 reward for the apprehension of the poisoner. Fifteen dogs already have died in the area which is populated by families with about 300 children. The city is aroused because several years ago a child died from eating poisoned bait. Willful poisoning is a felony in Ohio.

WESTINGHOUSE SALES CONTEST

SUMMER sales contest is being conducted by Westinghouse Broadcasting Co. among sales personnel, with $18,000 in prizes to be awarded for local sales contracted in June, July and August. In announcing the contest Eldon Campbell, WBC national sales manager, said there will be one contest among sales managers of the five WBC radio stations for greatest improvement over last summer; contest between sales managers of WPTZ (TV) Philadelphia and WBZ-TV Boston, and local contests for salesmen.

Prizes include a Pontiac Catalina, Buick, Chevrolet sedan, Chevrolet convertible and cash. Mr. Campbell cited these examples of recent sales gains: KDKA Pittsburgh, local sales for first four months of 1954 up 64%; KYW Philadelphia, local sales up 18% for same period; gross local sales of all seven WBC properties 62% higher for same period.

D. E. PARTRIDGE (c), advertising manager of the Westinghouse Broadcasting Co., radio-tv stations licensee, told delegates to the company's promotion-publicity meeting that "promotion is the most important arm of any station's sales operation." With him are C. L. Burrow (l), promotion, KEX Portland, Ore., and R. E. Farnham, promotion manager, WBZ-TV Boston. Attending the Pittsburgh meeting were representatives from: KYW Philadelphia; WPTZ (TV) Philadelphia; WOWO Fort Wayne, Ind.; WBZ-AM-TV Boston; KEX Portland, Ore., and KDKA Pittsburgh.

'NO HANDS' TV SHOW

"FIRST" civilians to ride as passengers aboard a radio-controlled drone B-17 bomber can be the claim of Russ Brinkley of WHP-TV Harrisburg, Harry Lever of the *Washington Star*, and William Willing of the *Baltimore Sun*, according to the Aviation Writers Assn. in Miami Beach. The four-engine plane was guided down the runway and into the air by a pilot seated in an electronic truck at the end of the landing strip; once off the ground, one of two B-17s, already in the air, took over control. The radio-guided aircraft went through a series of maneuvers, returned to the runway and was guided back into flight again by the other B-17. At no time during the flights was it necessary for the safety pilot in the drone plane to touch the controls, as was witnessed by ground observers who watched the cockpit and instruments through a special television setup.

WRNY 'HOME SHOW' PROMOTION

WRNY-AM-FM Rochester, N. Y., took a leading role in promoting the Rochester Home Show and the Home Show in turn promoted radio. Before and during the show WRNY devoted three one-hour programs a day and their downtown flashcasting sign to publicize it and its exhibitors. A booth, known as "Wood on Parade," was taken by the station at the show itself, and displayed model homes built by high school seniors who were competing for a U. of Rochester scholarship. The central supporting theme of WRNY's display was music in the home; four radios in the immediate vicinity of the booth were tuned to the station. WRNY also piped in the background music and set up its anti-aircraft searchlight in front of the exhibition arena. The beams in the sky attracted many to the show, according to the station. In addition, WRNY distributed children's toys and household items to the visitors at its booth.

WFMY (TV) CITY PROMOTION

THE INITIAL goal for identifying cities in its coverage area has been reached by WFMY (TV) Greensboro, N. C., with 20 cities being saluted through the use of telops on station ID breaks, according to an announcement from Gaines Kelley, station general manager. Each announcement is accompanied by a mention of a brief fact about the community adding a "certain hometown appeal." Promotion manager in charge of the campaign is Dick Zavon.

NEW BEDFORD JAMBOREES

SQUARE dance jamborees, staged in the parking lot adjacent to WNBH-WFMR (FM) New Bedford, Mass., have been creating such a sensation, according to licensee E. Anthony & Sons, that instead of staging them bi-weekly, as was previously intended, the plans now call for regular Saturday jamborees. Two dances have been held and future sessions will include some round and modern dances to satisfy the crowds, which have numbered up to 1,400, including spectators and participants. Entertainment is provided on a voluntary basis and affiliates WNBH-WFMR broadcast the adjoining festivities.

MARINE BAND SERIES

THE United States Marine Band has just completed the recording of two 13-week, 15-minute, transcribed radio recruiting series, featuring music under the direction of Marine Band leader Lt. Col. William F. Santelmann. The first series, titled *Marine Band Symphonette* and featuring classical and concert music, has already been distributed to local Marine recruiting activities for placement with radio stations. The second series, *Concert on the Potomac*, features march music with four marches per 15-minute program. The announcer sets the scene as a floating bandshell moored to the banks of the Potomac and this illusion will be carried throughout by sound effects. Both series were produced by the Radio-Tv Branch, Div. of Information, Headquarters Marine Corps and were recorded by Allied Record Mfg. Co.

WTTM EMBEZZLEMENT 'SCOOP'

FOUR minutes after the disclosure that the late New Jersey Governor, Harold G. Hoffman, posthumously admitted he had embezzled $300,000 from a South Amboy bank, WTTM Trenton reports being on the air with the "first" detailed report. The disclosure was made at 2:05 p.m. in a press conference held by Gov. Robert B. Meyner, and under the direction of Joe Ayares, WTTM's news editor, a special "beeper" report was fed to the station at 2:09, hours before newspapers hit the street, and scooping all news media, according to the station. Fred L. Bernstein, WTTM general manager, says that it's "proof positive that radio is still the fastest and most mobile of all media."

GO DIRECT WITH **KBS**...NO DELAYS...NO COSTLY DETOURS!

"You take the high road and I'll take the low road," may be a nice line of poetry, but in time-buying for sales and profits it's a big fat detour. There's only one road to HOMETOWN AND RURAL AMERICA and that's the KEYSTONE BROADCASTING SYSTEM. It's the road that goes right down Main street with no by-passes or cloverleaf overrides. More than 700 stations make up the KBS network and you can buy the whole bunch or pick the spots that represent the sales targets you need to make your selling campaigns full-rounded like a rosy, Michigan peach. KBS will take your sales problem and build a network that will help you solve it. And the extra point-of-sale merchandising and display assistance you get from our member stations *can* add hundreds of salesmen and merchandisers to your organization—at NO COST TO YOU. You can't get hurt 5¢ worth for asking us and we're eager to tell you how we can work with you and for you!

● WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 West Washington St.
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd.
DUnkirk 3-2910

SAN FRANCISCO
57 Post Street
SUtter 1-7440

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

THE VOICE OF HOMETOWN AND RURAL AMERICA

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (191) R	Scholl Mfg. Co. (Participating) Nick Carter (497)	American Forum of the Air
6:15	Paul Harvey Belltone	Broadway Is My Beat (7/11)		
6:30	Co-op George Sokolsky	Summer In St. Louis	Mutual Benefit On the Line with Bob Considine (546)	NBC Spring Concerts
6:45			Harry Wismer Sports (355) General Tire	
7:00		Juke Box Jury	Rod & Gun Club–Co-op	
7:15				
7:30		Toni Juke Box Jury	Wonderful City	Conversation
7:45	Highway Frolics			
8:00		Gary Crosby Show	Hawaii Calls	Co-op Sunday with Dave Garroway
8:15				
8:30		Philip Morris My Little Margie (144) R	Enchanted Hour	
8:45				
9:00	Green and Am. Safety Razor Walter Winchell	Kraft Theatre (9/5)	The Army Hour	
9:15	Lorillard Taylor Grant			
9:30	Highway Frolics (Cont'd)		London Studio Melodies	
9:45				
10:00	Co-op Paul Harvey (118)	10-10:05 Daniel Schorr	Manhattan Crossroads	Inheritance
10:15	Elmer Davis	Man of the Week	Hazel Markel Co-op	
10:30	The Assemblies of God "Revival Time"	U N Report	Co-op Bert Bachrach	Meet the Press
10:45		John Derr Sports	Co-op Rukeyser Reports	
11:00	Moods in Melody	News	Co-op Ed Pettitt	News from NBC
11:15 PM		Dance Orchestra	Airmen of Note	No Network Service

MONDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (154) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Tenn Ernie M-F	Co-op Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
	Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	Gabriel Heatter	Miles Labs News of World (168)
			In the Mood	One Man's Family
	General Motors Henry Taylor (159)	Toni & Carter My Friend Irma (200)	The Falcon	
	American Music Hall			
	Voice of Firestone	Lever-Lipton Godfrey Talent Scouts (170) R	Co-op Under Arrest	Best of All
			Spotlight Story	Bell Telephone Telephone Hour (185) R
	Camaratta Music Show	Liggett & Myers Gunsmoke (195)	9:15-25 Newsreel	
		Wrigley Gangbusters (195)	9:25-9:30 Miller News, Miller Brewing Co. (421)	Cities Service Band of America (113) N
	Doorway to the Future	M-F Robt. Trout, News Chevrolet (197)	Co-op Reporters Roundup	
	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards (189)	Fibber McGee & Molly *3-Plan
	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
	Martha Lou Harp		(Co-op) Deems Taylor Concert	Two in the Balcony
	Songs by Dini	News	Co-op Ed Pettitt News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
	Budweiser Bill Stern	No Service		No Network Service
	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis, jr.	Alex Drier Man on the Go Co-op
	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
	General Mills Silver Eagle	Am. Oil-Hamm Ed. R. Murrow (98)	Gabriel Heatter	Miles Labs. News of World (168)
			The Coca-Cola Co Coke Time (245)	Toni Co. One Man's Family (182)
	Jack Gregson	Amana People Are Funny (172) (alt. wks.)	Mickey Spillane Mystery	TBA
		Suspense	(Co-op) High Adventure	Barrie Craig
	Co-op Town Meeting	Wrigley Johnny Dollar (194)	Spotlight Story	Liggett & Myers Dragnet (197)
			Co-op Newsreel	
	Chr. S. Publ. Co. Erwin D Canham (20)	Tu-F 9:30-55 Jack Carson	Search That Never Ends	Swayze, News
			9:55-10 (484) Larue Greene	Crime and Peter Chambers 9:35-10
	Co-op Headline Edition	Mr. Keen	A F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
	Orchestra (See Footnote)		Co-op State of the Nation	Stars from Paris
	Singing with the Stars	News	Co-op Ed Pettitt–News	No Network Service
	Sports Report S	Dance Orchestra	U. N. Highlights	News of the World Morgan Beatty

WED

	ABC	CBS
	Not in Service	Metro. Life Allan Jack (30)
		Dwight Cook's Guest Book
	Budweiser Bill Stern	No Service
	Co-op George Hicks	Kaiser-Willys Lowell Th (155)
	Vandercook CIO	Tenn. Ern
	Co-op Quincy Howe	Peter Lind Hayes Show
	Gen. Mills, Lone Ranger (153)	Am. Oil-Ha Ed. R. Mu (98)
	Jack Gregson	Wrigley Johnny Dollar (194)
		21st Precinct
	Hollywood Airport	Crime Photogra
	Sterling Drug Mystery Theatre	9:25-9 Sonka Su
		Tu-F 9:30 Jack Car
	Co-op Headline Edition	Robt.Trout, Chevrolet
	Turner Calling	Mr. Keen
	Martha Lou Harp	M-F Dance Orchestra
	Songs by Dini	News
	Sports Report S	Dance Orchestra

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	9:00-9:05 ABC News	News S	Dr. Wyatt Wings of Healing (306)	World News Round-Up Co-op
9:15	Milton Cross	Music Room		Carnival of Books
9:30	Prophecy, Inc. Voice of Prophecy (99)	Organ Series	Christian Rel. Church Back to God (268)	Faith in Action
9:45		Bob Trout Chevrolet		Art of Living
10:00	Message of Israel S	Church of Air S	Radio Bible Class (291)	National Radio Pulpit
10:15				
10:30	Negro College Choirs S		Voice of Prophecy (307)	
10:45				
11:00	Marines in Review	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest (302)	Collector's Item
11:15			Merry Mailman Co-op	
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	
11:45				
12:00 N	Pan-American Union	The Leading Question	Studio Concerts	
12:15 PM				
12:30	The World Tomorrow Radio Church of God	Howard K. Smith	Bill Cunningham Co-op	The Eternal Light S
12:45		Geo. Hermann News	Co-op John T. Flynn Show	
1:00	Churches of Christ Herald of Truth (108)	Bob Trout Chevrolet (205)	Wings of Healing Global Frontiers	Man's Right to Knowledge
1:15		Your Invitation to Music	World Traveler	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	ReaLemon Tu & Th S M-W-F Breakfast Club (290)	Co-op News	Co-op Robt. Hurleigh	No Network Service
	Swift & Co. Breakfast Club (290) R	No Service	Easy Does It	
	Philco, M-W-F Quaker Tues. & Thurs.		Barbara Welles	
	Sterling Drug My True Story (212)	Bristol-Myers Campana Godfrey (192) R	Co-op Cecil Brown	TBA
	G.Mills M-W-F S Tu & Th Whispering Streets (224)	Minn. Mining Kellogg, Adolph's Godfrey (199) R	Allen Prescott	
	When A Girl Marries (185) Carnation Co.	Intl. Cellue. Frigidaire-Arthur Godfrey (198) R	10:30 S. C. Johnson News 10:35-11 Johnny Olsen Show	General Foods Bob Hope L/P 7/9 (139)
	Modern Romances (M sust.)	Toni, Star-Kist Godfrey (203) R Kellogg -		Miles Labs Break the Bank
	Ever Since Eve	National Biscuit Lever Godfrey (201) R	Florida Calling with Tom Moore	C-P-P Strike It Rich (179)
	Thy Neighbor's Voice	Pillsbury (206) R Toni		C-P-P The Phrase that Pays (183)
	Three City By-line	Contnl. Baking Make Up Your Mind (56)	Queen for a Day M W F-Sust.	Second Chance *3-Plan
	Valentino	P&G Ivory Snow Rosemary (117)	M-F (551) 11:45-12 P. Lorillard	Pauline Frederick Reporting
	Okla. Wranglers 12:15-12:25	General Foods Wendy Warren (159)	Down at Holmsey's	
	Jack Berch Prudential 12:25-12:30	Lever Bros. Aunt Jenny (179)	Johnson & Son News 12:15-12:20	
	U.S.A.	Whitehall Helen Trent (188)	12:20-12:30 Tu. & Th. (428) Miller News, Miller Brewing Co.	No Network Service
		Whitehall Our Gal Sunday (179)	12:30-1 No Service	
	Co-op Paul Harvey	P&G Ivory Road of Life (154)	Co-op Cedric Foster	
	Co-op Ted Malone	P&G Oxydol Ma Perkins (167)	Ray Heatherton	

SATURDAY

	ABC	CBS	MBS	NBC
	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
		Galen Drake		Egbert & Ummly 9:30-9:30
		9:30-45 Star Lighters		
		Garden Gate	9:30-9:35 S. C. Johnson News	Mind Your Manners
	(10-10:30) Table Products, Inc.	Galen Drake	No Network Service	Breakfast in Hollywood
	Ralston & Nestles Alternate wks. Space Patrol (284)		10:30-10:35 Johnson News 10:35-11	Pat Milk Mary Lee Taylor (144)
		Nebi (160) R e b L.	Country Cousins Corner	
	Platterbrains	Helene Curtis (160) Q.	Helen Hall	Serenade to Romance
		TBA L e	No Service	
	All-League Clubhouse S	Van Camp (160) w i s	11:30 Johnson & Son News 11:35 U. S. Military Academy Band	
		12-12:05 p.m. Shadel-News Dr. Scholl (188)		
	101 Ranch Boys S	12:05-30 Romance S	Musical Caravan	U.S. Marine Band
	American Farmer S	Carnation. Stars Over Hollywood (201)	Mutual Music Meeting	U.S. Army Band
	Navy Hour S	Carter City Hospital (205)	Dance Orchestra	Allis-Chalmers Batl. Farm & H. Hour (188)

SU

	ABC
1:30 PM	
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4:45	
5:00	
5:15	
5:30	
5:45 PM	

THURSDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30	General Mills Silver Eagle	Am. Oil-Hamm Ed. R. Murrow (98)	Murine (Alt. Wks.) Deepfreeze Appliance (521) Gabriel Heatter	Miles Labs News of World (168)
7:45			The Coca-Cola Co Coke Time	Toni Co. One Man's Family (182)
8:00	Jack Gregson	Meet Millie	Official Detective *	Dodge Bros. Roy Rogers Family Program (200)
8:15		That's Rich	Co-op Crime Fighters	Six-Shooter S
8:30	Sammy Kaye	GE Meet Mr. McNutley (206) LB 6, 10	Spotlight Story	Adventures of the Scarlet Pimpernel
8:45			Co-op News Reel	
9:00	Paul Whiteman Varieties	Jack Carson	Author Meets the Critics	Swayze-News (9:30-35)
9:15		Robt. Trout, News Chevrolet (197)		Eddie Cantor 9:35-10
9:30	Co-op Headline Edition	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
9:45	Turner Calling	M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
10:00	Front & Center		Co-op Deems Taylor Concert	Jane Pickens Show Co-op
10:15				
10:30	Indoors Unlimited	News	Co-op Ed Pettitt-News	No Network Service
10:45	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15		Dwight Cook's Guest Book		Co-op Allen-Hodges Sports Daily
6:30	Budweiser Bill Stern	No Service		No Network Service
6:45	Co-op George Hicks	Kaiser-Willys Lowell Thomas (155) R		Sun Oil Co. 3-Star Extra (34)
7:00	Vandercook CIO	Toni Tenn. Ernie (205)	Fulton Lewis jr.	Alex Drier Man on the Go Co-op
7:15	Co-op Quincy Howe	Peter Lind Hayes Show	Co-op Dinner Date	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	Am. Oil-Ford Ed. R. Murrow (199)	Union Pharmaceutical Co. (471) Gabriel Heatter	Miles Labs News of World (168)
7:45			In the Mood	One Man's Family
8:00	Jack Gregson	Mr. Keen	Counterspy *	Hear America Swingin', 8-10:-8-8:30 TBA
8:15		Bristol-Myers Godfrey Digest (205) Godfrey Eversharp (203)	Co-op Take a Number	W.W-Chaplin News 8:30-35
8:30	Sammy Kaye	Arthur Godfrey Digest	Spotlight Story	Featuring Freddy Martin (8:35-9)
8:45			9:15-25 Newsreel	TBA
9:00	The World We Live In	Jack Carson	9:25-30 Miller News, MillerBrewingCo.	(9:30-35) Swayze News
9:15		Robt. Trout, News Chevrolet (197)	Have A Heart	(9:35-10) TBA
9:30	10:00 Fights Gillette	Mr. Keen	A. F. of L. Frank Edwards	Fibber McGee & Molly *3-Plan
9:45		M-F Dance Orchestra	Manhattan Crossroads Co-op	Heart of the News
10:00			Co-op Deems Taylor Concert	Listen to Washington
10:15				
10:30	Frank & Jackson	News	Co-op E. D. Pettitt News	No Network Service
10:45	Sports Report	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Pop Concert	Griffin Bancroft	Grunfeld's Musical Almanac	George Hicks News
6:15		Memo From UN		H. V. Kaltenborn News Co-op
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Showcase
6:45	Co-op Sports Afield with Bob Edge	Daniel Schorr	6:55 Johnson-News Repeat	
7:00	Show Time Review	Capitol Cloakroom	Co-op Sam Levine	Spotlight on Paris
7:15	The 3 Suns		Co-op Report from Washington	
7:30	Dinner At The Green Room S	Dance Orchestra	Keep Healthy	
7:45			The Globe-Trotter	
8:00	8:00-8:05 ABC News	Escape	True or False	The Big Preview
8:15				
8:30	Dancing Party S	Night Watch	TBA	
8:45				
9:00		P. Lorillard Two For The Money (206)	(Co-op) New England Barn Dance Jamboree	
9:15				
9:30	Voice of America	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
9:45		10-10:05 Daniel Schorr		
10:00	Music		Chicago Theatre of the Air S	Dude Ranch Jamboree
10:15	ABC Late News 10:55-11			
10:30	Martha Lou Harp	News	Co-op Ed Pettitt	Pee Wee King Show Co-op
10:45	Orchestra	Dance Orchestra	Dance Orchestra	
11:00				News from NBC
11:15 PM				No Network Service

SUNDAY

	CBS	MBS	NBC
12:00 PM	Your Invitation Music	Lutheran Hour (479)	U. of Chicago Roundtable
12:15			
12:30		Bandstand USA	The Catholic Hour
12:45			
1:00		TBA	Youth Wants To Know
1:15			
1:30		U. S. Marine Band	The Golden Hour with David Ross
1:45			
2:00		Music From Britain	
2:15			
2:30			
2:45		Flight in the Blue	
3:00		The Shadow Harrison Prods. Inc. R. J. Reynolds (550) (Both Participating)	Weekend (Radio "Sunday Newspaper") Participating See Note
3:15			
3:30		True Detective Mysteries	
3:45			
4:00		5:50-6:00 State Farm Mut. C. Brown	

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
12:00 PM	Closed Circuit	P&G Grisco Dr. Malone (163)	Ray Heatherton	Pauline Frederick Reporting Co-op 1:45-2:00
12:15		P&G Duz Guiding Light (161)	Wonderful City	
12:30	No Network Service	GF Swan-Cal. Mrs. Burton (148)	2:25 Johnson & Son, News	No Network Service 1:30-3:00
12:45		P&G Tide Perry Mason (173)		
1:00		Toni & Bristol Myers Nora Drake (197)	Luncheon with Lopez	
1:15		P&G Ivory Fl. Brighter Day (177)		
1:30	The Martin Block Show 2:35-4	Miles Labs Hilltop House (147) R		P&G Welcome Travelers
1:45		Lever, Kellogg Housenarty * (182) R	Ruby Mercer Co-op	
2:00		Pillsbury House Party (194) R*		P&G Pepper Young (166)
2:15		Mike & Buff		P&G Right to Happiness (163)
2:30	Reed Browning Show 4-4:25	No Service	No Network Service	P&G Backstage Wife (175)
2:45			Mutual Music Show	Sterling MWF Toni Tu-Th Stella Dallas (162)
3:00	Treasury Bandstand	4:55-5 News	Charlie and John	Sterling M-W-F Toni (Tu-Th) Widder Brown (162)
3:15				Manhtn. Soap Woman in My House (188)
3:30	Co-op Austin Kiplinger	No Service	Bobby Benson Show	Just Plain Bill
3:45	Art and Dotty Todd			Front Page Farrell
4:00	Gloria Parker			C-P-P Lorenzo Jones (191)
4:15	Musical Express	Miles Labs Curt Massey Time (149) R		It Pays To Be Married *3-Plan

SATURDAY

	ABC	CBS	MBS	NBC
12:00 PM	Vincent Lopez Show S	Allan Jackson Chevrolet (205)	Co-op Ruby Mercer Show	All Star Parade of Bands
12:15		Let's Pretend		
12:30			2:25 Johnson News	
12:45		Syncopation Piece		
1:00	Festival		Sports Parade	
1:15		Dance Music		
1:30		Allan Jackson Chevrolet (205)	Bandstand U.S.A.	
1:45		Report From Overseas		
2:00		Adv. in Science		Road Show 2 to 6 p. m. (2½ min. local spot announcements each half-hour)
2:15		Farm News	Sloan Simpson Show	
2:30		World Assignment		
2:45	Feature Horse Races	Operation Music		
3:00			Salute to the Nation	
3:15	Pan American Union	Treasury Band Stands		
3:30		Allan Jackson Chevrolet (205)	Mac McGuire Show	
3:45	Tea & Crumpets	Washington U.S.A 5-5:30		
4:00			5:00 Teen-agers Unlimited	
4:15	Labor & Management	Saturday at the Chase	5:45-55 (498) Jack Brickhouse Sports, State Farm Auto Ins. 5:55 Johnson News	

Explanation: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast West Coast; TBA to be announced; RP repeat performance. Time EDT.

ABC—8:55-9 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M.W.F., Time for Betty Crocker, Gen. Mills (319).
7:55-8 p.m., Les Griffith & The News. (332).
10:30-10:35 p.m., MWF, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Admiral Corp. sponsors 13 five-minute news programs Sat., 12 on Sun.

CBS—8:30-8:55 a.m., Sun., General Foods Corp., Sunday Gatherin' 109.
11:30-11:55 a.m. Sun. Peter Hackes News (8)
12-12:05 p.m., Sat., Dr. Scholl—Bill Shadel 188
3:15- 3:30 p.m. MWF Lever—Houseparty 180
3:15-3:30 p.m., Tu.-Th., Kellogg—& Houseparty 191
3:30-45 p.m., Bauer & Black—Houseparty 171
3:30- 3:15 p.m. M-Th Pillsbury—Houseparty 191
Arthur Godfrey Clients 10-11:30 a.m.
Godfrey 10-10:15 a.m. Bristol Myers, M-W alt. F
Campana T-Th alt. F.
10-10:15 a.m., Minn. Mining, M-W alt. F; Kellogg Tu-Th; Adolph's Ltd. alt. F.
10:15-30 a.m., Knomark M-F alt. days.
10:30-15 a.m., Int. Cellucotton M-W alt. F.
Gen. Motors, Frigidaire, Tu-Th alt. F.
10:45-11 a.m., Star Kist, M-W alt. F.
Toni, Tu-Th., Kellogg, alt. F.
11-11:15 a.m., Lever Bros., M-W alt. F.
National Biscuit, Tu-Th alt. F.
11:15-30 a.m., Pillsbury Mills, M-Th alt. F.
Toni alt. F.
General Motors Chevrolet, Robert Trout, M-F, 9:55-10 p.m.
General Motors—Chevrolet. Robert Trout—News, 9:55-10 a.m.; 1-1:05 p.m.; 2:30-35 p.m.; 5:55-6 p.m.
Sat., Allan Jackson: 1:30-35 p.m.; 3-3:05 p.m.; 4:55-5 p.m.

MBS—
Credit Union Nat'l Assoc. 4:55-5:00 p.m. Sunday.
5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson
9-9:05 p.m., M-F, Johns-Manville, Bill Henry.
Mon.-Fri. 8:00-8:30 p.m. Programs—Multi-Message Plan Participants—
R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs.
Multi-Message Plan Participants—
Bridgeport Brass Co., Aer-O-Sol Div., Wed., Thurs. & Fri.
Pan American Coffee Bureau (Tues. & Thurs.)
Mon.-Fri. 11:25-11:30 a.m. S. C. Johnson—News

NBC—8-8:15 a.m., Skelly Oil, M-F, News (28); Three-Plan:
Lewis-Howe, Liggett & Myers, Carter Products & RCA, Fibber McGee & Molly, Second Chance; It Pays to Be Married.

June 28, 1954

BMI
"Pin Up" Hit
BACKWARD, TURN BACKWARD
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JANE FROMAN ..... Capitol
JOHNNY DESMOND-
JANE RUSSELL ..... Coral
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Britain Moves Closer To Commercial Tv

House of Commons passes bill by narrow margin. House of Lords and the Queen next will consider legislation which will permit competition to the government-controlled BBC.

ENGLAND's version of commercial tv was given final approval last week when the House of Commons voted 291 to 265 in favor of a Conservative bill to permit sponsored tv programs to compete with the state-owned BBC network. The bill does not affect the BBC monopoly in radio.

Opponents of the bill charged that it gives too much say to advertisers in the choice of programs. Fear exists, even among supporters of the commercial bill, that the new measure will lead to the "evils" of sponsored radio and tv in America, and that safeguards should be taken. An example of what Britains feel is bad taste in America's system was a telecast here of Queen Elizabeth's coronation. In it, a chimpanzee appeared in a commercial.

ENGLAND

It is expected that England's new system will go into effect by next year. Up to now the BBC programs have been paid for by an annual tax of $8.40 on tv set owners.

The bill now goes to the House of Lords for approval and then to Queen Elizabeth for her signature.

Canada Games First West-to-East Live Tv

FIRST LIVE telecasts from western Canada for eastern Canadian tv stations will be made during the British Empire and Commonwealth Games at Vancouver, July 30-Aug. 7, over closed circuit transmissions through the U. S. to Toronto. Canadian Broadcasting Corp. has announced that arrangements are being finalized for radio and tv coverage of the sport events at Vancouver, sponsored by Northern Electric Co., Montreal. Harry E. Foster Adv. Agency, Toronto, handles the account.

CANADA

CBC at the same time announced that Northern Electric and National Carbon Co., Toronto, jointly will sponsor on radio and tv the Canadian Big Four football games and final Grey Cup games this fall, with the full NBC-TV network carrying the Canadian football games.

The British Empire and Commonwealth Games will be seen nightly over Canadian tv stations on the air this summer, for an hour from 11 p.m. EDT, 8 p.m. PDT. Some of the hour-long program will be live, carried by microwave from Vancouver to Seattle, then by arrangement with U. S. tv networks, by closed circuit south to Los Angeles, across country to New York, then to Buffalo, N. Y., where the Canadian microwave circuit will pick up the video signal for transmission in eastern Canada. Stations not on the microwave network will receive the program on kinescope and film the following day.

In addition to the network programs, CBUT (TV) Vancouver will telecast reports of the various sports events during afternoons and evenings. Quarter-hour telecasts of personalities and competitors in the games will be aired before the start.

The football games starting Aug. 28 and continuing to late November will be seen every Saturday afternoon in most cities having tv stations. Games will not be telecast live in cities where games are being played, except for final games, but will be shown on kinescope the same evening or following afternoon. NBC will have its own commentators at the Canadian Broadcasting Corp. has announced that

CBC Recommends 3 New Tvs, 2 Ams

CBC board defers tv application by CJON St. Johns, Nfld., and asks that CBC tv outlet be built there instead.

THREE more Canadian television stations, two am broadcasting stations and one fm station have been recommended for licensing by the Canadian Broadcasting Corp's Board of Governors meeting at St. John's, Nfld., June 18-19. Application for a tv license by CJON St. Johns, was deferred, with the CBC board recommending CBC be licensed to operate a tv station in that city.

CANADA

New tv stations recommended are CKCW-TV Moncton, ch. 2 with 5 kw video and 3 kw audio; CKX-TV Brandon, ch. 5 with 19.3 kw video and 9.65 kw audio; and CJIC-TV Sault Ste. Marie, ch. 2 with 5.16 kw video and 2.58 audio.

In deferring CJON's application for a tv license on ch. 2, the CBC board recommended to the Canadian Minister of Transport that "after carefully studying the important and long range considerations involved, the Board of Governors recommends that the CBC be authorized immediately to establish a television station at St. John's, which should be built as quickly as possible and which would be one of the key centers of the national system as well as providing regional service. In the event that the foregoing recommendation is not approved, the board recommends that the application of the Newfoundland Broadcasting Co. Ltd., (CJON), for a television station be approved forthwith."

New am broadcasting stations recommended were at Galt, Ont., 250 w on 1110 kc to Margaret Gourlay Spohn, and at Peace River, Alta., 1 kw on 630 kc to Peace River Broadcasting Corp. Ltd. The new fm station was recommended for CKDA Victoria, 370 on 98.5 mc. A number of other radio applications were deferred to a later meeting of the CBC board.

Power increases were recommended for CHCT-TV Calgary, ch. 2, from 10.9 to 50 kw video, with antenna 989 feet above average terrain; for CFQC-TV Saskatoon, ch. 8, from 17.9 to 60 kw video with antenna 866 feet above average terrain; for CKNW New Westminster, from 1 to 5 kw on 1320 kc; for CJVI Victoria, from 1 to 5 kw on 900 kc; and for CHLN Three Rivers, from 1 to 5 kw on 550 kc. Power increases from 5 to 10 kw, applied for by CJOC Lethbridge, and CJBR Rimouski, were deferred for further study.

CJMS Montreal, was recommended for installation of a 1 kw emergency transmitter. Share transfers and corporate name changes were recommended for a number of stations.

U. S., Canadian Shows Share Top 10 Honors

U. S. AND CANADIAN radio network evening shows shared the top 10 most popular programs in May, according to a national rating report of Elliott-Haynes Ltd., To-
CANADA ronto. *Radio Theatre* led in popularity with a rating of 21.1, followed by *Amos 'n' Andy* 20.3, *Our Miss Brooks* 19.3, *The Tylers* (Canadian) 14.7, *Great Gildersleeve* 14.6, *Ford Theatre* 14 (Canadian), *Suspense* 13.4, *Championship Fights* 11.3, *Share the Wealth* 11.1 (Canadian) and *The Army Show* 10.9 (Canadian).

Leading transcribed programs aired nationally in May were *People Are Funny* 18.9, *Take a Chance* 17.2 (Canadian), *Denny Vaughan Show* 14.8 (Canadian), *Bing Crosby Show* 14.4 and *Fun Parade* 13.5 (Canadian).

Leading daytime network shows in May were *Ma Perkins* 14, *Pepper Young's Family* 13.3, *Right To Happiness* 12.7, *Life Can Be Beautiful* 11.9 and *My Friend Irma* 11.6.

In French-language programs the leading evening shows were *Un Homme et Son Peche* 41.8, *Le Survenant* 27, *Metropole* 24.9, *La Famille Plouffe* 24.5 and *Tambour Battant* 21.9. Leading daytime shows were *Rue Principale* 31.3, *Les Joyeux Troubadours*, 31.3, *Jeunesse Doree* 31, *Je Vous ai Tant Aime* 30.7 and *Vies de Femmes* 29.2.

Ottawa to Get Second Television Transmitter

BECAUSE of the bilingual population of the area about Ottawa, Canada's capital city, a second television transmitter is to be installed there by the Canadian Broadcasting
CANADA Corp. Announcement of a second transmitter for CBOT Ottawa was made in the Canadian Parliament by Revenue Minister, J. J. McCann. CBOT now broadcasts one-quarter of its programs in French. The new transmitter will allow complete programs to be sent out in both English and French, similar to the situation at Montreal, where CBFT is the French CBC station and CBMT is the English-language station. CBOT will pipe in English programs mainly from Toronto and United States, French programs from Montreal and Quebec. No date has been announced for construction of the second Ottawa transmitter, but it is expected to be in the current fiscal year.

CBHT (TV) to Be CBC's 7th

CBHT (TV) Halifax ch. 3, will be the seventh Canadian Broadcasting Corp. television station to go on the air and the last of a
CANADA series of CBC stations for major Canadian markets under present plan. The station is due to start operations late this year with an RCA transmitter and RCA-Victor Wavestack antenna. CBHT will have 100 kw video power, 50 kw audio. G. F. Brickenden, CBC director of tv at Halifax, is in charge of the station.

U. S. Agencies Recognized

FIFTY-THREE U. S. and Canadian advertising agencies have been enfranchised for 1954-55 by the Canadian Assn. of Radio & Television Broadcasters. The list includes Ca-
CANADA nadian offices of seven U. S. agencies, with offices at either or both Toronto and Montreal. They are Dancer-Fitzgerald-Sample Adv. Canada Ltd., Erwin Wasey of Canada Ltd., Hutchins Adv. Ltd., Kenyon & Eckhardt Ltd., J. Walter Thompson Ltd., Young & Rubicam Ltd. and McCann-Erickson Inc.

EDUCATION

KFAB Gives Scholarship To University Student

KFAB OMAHA has announced the recipient of its ninth consecutive "in service" summer scholarship for practical training in all phases of station operation. An honor student is chosen each year by KFAB executives in cooperation with the U. of Nebraska's radio and speech departments. KFAB is the only station in the state which has participated in the program since it began in 1946, according to Harry Burke, general manager. The scholarship, awarded this year to Gail Katskee, U. of Nebraska sophomore, covers nine-weeks of training. Among its winners in past years were Bob Jones, KFAB staff announcer, and Herm Harney, the station's farm field director.

L. A. Teachers Hold Workshop

RADIO and television are included in the fourth annual Advertising Workshop for Teachers, a summer course available to teachers from the Los Angeles City School System scheduled for the last two weeks in August. Planned and sponsored by the Los Angeles and Hollywood Ad Clubs and the Advertising Assn. of the West, the course includes instruction in advertising techniques, with field trips to newspapers, radio and tv stations, advertising agencies, outdoor advertising plants, and a marketing session at General Petroleum Corp. headquarters.

Six to KQED (TV) Board

THE BOARD of directors of the Bay Area Educational Tv Assn., which operates KQED (TV) Berkeley, Calif., noncommercial tv station on ch. 9, now numbers 23 with the addition of six prominent local businessmen as members, Dr. Herbert C. Clish, chairman, said last week.

They are John B. Bates, partner in the law firm of Pillsbury, Madison & Sutro; Mortimer Fleischhacker Jr., president, Chemicals Inc.; George W. Fuller, president, R. N. Nason & Co.; Alexander R. Herron, vice president, Crown Zellerbach Corp.; J. W. Mailliard III, vice president, Mailliard & Schmiedell, and Ernest H. Renzel Jr., president, E. H. Renzel Co., San Jose.

NAEB Annual Exhibits Set

AN EXHIBITION of broadcasting and telecasting equipment will be held in conjunction with the 30th national convention of the Nation Assn. of Educational Broadcasters at the Hotel Biltmore, New York, Oct. 27-30, it has been announced by Seymour N. Siegel, director of New York City-owned WNYC and chairman of the 1954 convention. M. Alan Levin, also of WNYC, will be chairman of the exhibition committee, and Campbell-Fairbanks Assoc., New York, will manage the exhibition.

AWARDS

KNX, KTTV (TV) Win Radio-Tv News Awards

TOP HONORS in the fifth annual awards presentations of Radio-Tv News Club of Southern California for 1953 have been won by CBS o&o KNX Hollywood, for radio, and by independent KTTV (TV) Hollywood for tv.

For the second consecutive year, KNX won the award for its support of an aggressive and responsible radio news policy; KNX-Columbia Pacific Radio Network newscaster Frank Goss, best radio news presentation; *Storm Warning*, best radio public affairs program; and *The Troubled Air*, best radio documentary.

Also for the second consecutive year, KTTV garnered its award for best support of an aggressive and responsible tv news policy, plus awards for best tv news reporting; *The White Fence*, most enterprising tv news reporting; and *Paul Coates Confidential File*, best tv public affairs program.

Other radio awards included MBS Virgil Pinckley, best commentary; Jim Dooley, NBC Hollywood, and William O'Halloran, ABC Hollywood, tied for best news writing; KIST Santa Barbara *Operation Transmitter Tower*, best special events coverage; Alan Lisser, news director, KBIG Avalon, best news reporting; Paul White, executive news director, KFMB San Diego, for his *The Melhorn Story*, most enterprising news reporting.

In tv, KABC-TV Hollywood *Sierra Madre Story* won best news presentation; KABC-TV Chet Huntley, 1953 Peabody Award winner, added best commentary; Bob Childers, KNBH (TV) Hollywood, for his *Decision '53*, best news writing; KFMB-TV San Diego *Whale Story*, best special events coverage, and Hugh Brundage, KHJ-TV Hollywood sportscaster, best sports reporting.

HAROLD C. LUND (r), general manager, WDTV (TV) Pittsburgh, receives a plaque from Henry Reuter, chairman of the Cerebral Palsy drive in that city, in recognition of the station's telethon which raised approximately $350,000.

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Station Authorizations, Applications
(As Compiled by B • T)

June 17 through June 23

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of May 31, 1954 *

	AM	FM	TV
Licensed (all on air)	2,552	528	101
CPs on air	23	21	†296
CPs not on air	111	18	176
Total on air	2,575	549	397
Total authorized	2,686	567	573
Applications in hearing	129	4	183
New station requests	158	5	45
Facilities change requests	139	15	20
Total applications pending	670	98	230
Licenses deleted in March	0	2	0
CPs deleted in March	3	1	10

*** Does not include noncommercial educational fm and tv stations.**

† Authorized to operate commercially.

• • •

Am and Fm Summary through June 23

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,589	2,561	160	170	129
Fm	558	536	40	6	4

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	244	308	552[2]
Educational	13	17	30

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	256	122	378
Noncommercial on air	3	3	6

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	919	337	712	525	1,238[3]
Educational	54		27	26	54[3]
Total	973	337	739	551	1,291[4]

[1] Eighty-six CP's (14 vhf, 72 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 30 already granted.
[4] Includes 582 already granted.

• • •

ACTIONS OF FCC

New Tv Stations . . .

APPLICATIONS DISMISSED

Durham, N. C.—Public Information Corp. FCC dismissed bid for new tv station on uhf ch. 73 at request of applicant. Dismissed June 21.

Odessa, Tex.—Ector County Bcstg. Co. FCC Comr. Robert E. Lee granted petition to dismiss bid for new tv station on vhf ch. 7 without prejudice. Dismissed June 15, announced June 17.

Existing Tv Stations . . .

ACTIONS BY FCC

KGVO-TV Missoula, Mont.—Mosby's Inc. granted modification of CP for vhf ch. 13 to change studio location to transmitter site approximately 10 miles N of city; ERP to 38 kw visual, 20.9 kw aural; antenna height above average terrain 2,030 ft. Granted June 15; announced June 22.

KUTV (TV) Salt Lake City, Utah—Utah Bcstg. & Tv Corp. granted mod. of CP for vhf ch. 2 to change transmitter location to Oquirrh Range Mt. Peak, 18 miles SW Salt Lake City; studio location to 2nd East and Motor Ave., Salt Lake City; ERP to 45.7 kw visual, 25.1 kw aural; antenna height above average terrain 3,060 ft. Granted June 18; announced June 22.

WCHS-TV Charleston, W. Va.—WCHS-TV Inc. granted STA to operate commercially on vhf ch. 8 for the period ending Oct. 11. Granted June 17; announced June 22.

STATIONS DELETED

WCUI (TV) Champaign, Ill.—Champaign-Urbana Tv Inc. FCC deleted tv station on uhf ch. 21 for failure to prosecute. Deleted June 17.

WJTM-TV Jamestown, N. Y.—James Bcstg. Co. FCC deleted tv station on uhf ch. 58 at request of applicant. Deleted June 16; announced June 22.

APPLICATIONS

KTIV (TV) Sioux City, Iowa—KCOM Bcstg. Co. seeks mod. of CP for vhf ch. 4 to change ERP to 51.17 kw visual, 26 kw aural; transmitter location to 0.8 mile N of city limits of Sioux City; studio location to 10th & Grandview, Sioux City; antenna height above average terrain 768 ft. Filed June 18.

WKNX-TV Saginaw, Mich.—Lake Huron Bcstg. Corp. seeks mod. of CP for uhf ch. 57 to change ERP to 179.5 kw visual, 94.2 kw aural; antenna height above average terrain 446 ft. Filed June 18.

KLAS-TV Las Vegas, Nev.—Las Vegas Tv Inc. seeks mod. of CP for vhf ch. 8 to change ERP to 26.53 kw visual, 13.27 kw aural; antenna height above average terrain 140 ft. Filed June 18.

New Am Stations . . .

ACTIONS BY FCC

Kissimmee, Fla.—Emerson W. Browne tr/as Radio Station WEWB granted 1220 kc, 250 w daytime. Post office address % Emerson W. Browne, WCLB, Box 205, Camilla, Ga. Estimated construction cost $8,223, first year operating cost $18,000, revenue $36,000. Mr. Browne is ⅓ owner WCLB Camilla, Ga., and ⅓ joint owner with wife of WKKO Cocoa, Fla. Granted June 23.

Harvey, Ill.—Charles F. Sebastian granted 1570 kc, 250 w daytime. Estimated construction cost $13,700, first year operating cost $24,000, revenue $40,000. Mr. Sebastian is 40% owner WTAQ La Grange, Ill., and news director and assistant manager WFJL (FM) Chicago. Post office address 1220 N. Austin Blvd., Oak Park, Ill. Grant is subject to condition that applicant divest himself of his interest in WTAQ. Granted June 23.

Hopkinsville, Ky.—Thomas F. Wood, A. W. Wood & Charles W. Stratton d/b as Pennyrile Bcstg. Co. granted 1480 kc, 1 kw daytime. Post office address % Charles W. Stratton, Box 110, Russellville, Ky. Estimated construction cost $15,662, first year operating cost $36,000, revenue $60,000. Principals in general partnership include **A. W. Wood** (⅓) printing and ½ partner *Kentucky New Era*, Hopkinsville; **Thomas F. Wood** (⅓), printing and ½ partner *Kentucky New Era*, and **Charles W. Stratton** (⅓), ¼ partner WRUS Russellville, Ky. Granted June 23.

Tallulah, La.—Howard E. Griffith granted 1360 kc, 500 w daytime. Post office address 3708 DeSiard St., Monroe. Estimated construction cost $8,800, first year operating cost $35,000, revenue $30,000. Mr. Griffith is former president-49% owner KFAZ Monroe. Granted June 17.

Hattiesburg, Miss.—Robert M. Keith Jr. & Benny L. Blackledge d/b as Hattiesburg Bcstg. Co. granted 950 kc, 1 kw daytime. Post office address % Robert M. Keith Jr., 339 Willisville Blvd., Laurel, Miss. Estimated construction cost $15,926, first year operating cost $39,600, revenue $25,200. Principals in general partnership include **Robert M. Keith Jr.** (½), and **Benny L. Black-**

ledge (½). Messrs. Keith and Blackledge are in the sales and service of radio-tv receivers. Granted June 23.

Raleigh, N. C.—Merchant & Farmers Station granted 570 kc 500 w daytime. Post office address % B. H. Ingle Sr., 105 Maywood Ave. Granted June 23.

APPLICATION

Waxahachie, Tex.—Ellis County Bcstg. Service, 1390 kc, 500 w daytime. Post office address % Richard Tuck, 904 Sunset Drive, Benton, Ark. Estimated construction cost $16,200, first year operating cost $40,000, revenue $50,000. Principals include **James B. Branch** (⅓), 25% owner of KBSF Springhill, La., and KBBA Benton, Ark.; **Roy M. Fish** (⅓), 25% owner KBSF and KBBA, and **W. Richard Tuck Jr.** (⅓), 25% owner KBBA. Filed June 17.

Existing Am Stations . . .

STATION DELETED

KRCH Hot Springs, Ark.—Hot Springs Radio Bcstg. Inc. FCC deleted am station on 1270 kc and deleted call letters. Deleted June 15; announced June 22.

APPLICATIONS

WOWL Florence, Ala.—Radio Muscle Shoals Inc. seeks CP to change from 1240 kc 250 w to 1290 kc 500 w night, 5 kw day, directional day and night. Filed June 17.

WDOB Canton, Miss.—Madison County Bcstg. Co. seeks CP to increase power from 500 w to 1 kw on 1370 kc. Filed June 18.

KRGA Springfield, Ore.—W. Gordon Allen amends application for mod. of CP to specify transmitter and studio location at 2100 Laura, Springfield. Filed June 18.

WCED Du Bois, Pa.—Tri-County Bcstg. Co. seeks CP to change from 1230 kc 250 w to 1420 kc 500 w night, 5 kw day, directional day and night. Filed June 17.

New Fm Station . . .

ACTION BY FCC

Charlottesville, Va.—Charlottesville Bcstg. Corp. granted CP for new Class A fm station on ch. 237 (95.3 mc); ERP 1 kw; antenna height above average terrain 235 ft. Granted June 23.

Existing Fm Stations . . .

ACTIONS BY FCC

WINL (FM) Lebanon, Ind.—Radio Station WINL granted STA to remain silent for 120 days during reorganization. Granted June 16.

WABF (FM) New York, N. Y.—Metropolitan Bcstg. & Tv Inc. granted STA to remain silent for the period ending Sept. 1. Granted June 15; announced June 22.

WSAN-FM Allentown, Pa. — Lehigh Valley Bcstg. Co. granted STA to remain silent during July and August due to temporary shortage of operating personnel during that period. Granted June 17; announced June 22.

Ownership Changes . . .

ACTIONS BY FCC

KBYR Anchorage, Alaska—Jack H. White, Receiver, granted voluntary assignment of license to Radio Anchorage Inc. for $10,000. Principals include President **Urgel Goodwin Bell** (25%); Vice President **J. Chester Gordin** (25%); **Josephine M. Gordon** (25%), and secretary-treasurer, **Virginia May Bell** (25%). Messrs. Gordon and Bell own extensive farming interest. Granted June 17.

KTYL-TV Mesa, Ariz.—Harkins Bcstg. Inc. granted voluntary assignment of CP for vhf ch. 12 to KTAR Phoenix, Ariz. KTAR leases land and building for 5 year period at $630 per month and assumes obligations totalling $251,000. KTAR owns 85.8% of KVOA-AM-TV Tucson, 98% KYUM Yuma, and 95.2% KYCA Prescott, Ariz. Principals include President **Richard O. Lewis** (17.47%) and **John L. Lewis and family** (68.23%). Granted June 17.

KCBQ San Diego, Calif.—Charles E. Salik granted voluntary assignment of license to KCBQ Inc. for $250,000. Principals include President **Stanley W. Schultz** (25%); Vice President **Timothy D. Sparkman** (25%); Secretary **Elizabeth Ann R. Sparkman** (25%), and Treasurer **Alice M. Schultz** (25%). Principals are owners of KRUX Phoenix, Ariz. Granted June 17.

KRIB Mason City, Iowa—William G. Kelly granted voluntary assignment of license to Edward B. Lamson for $35,000 and assumption of $26,400 contract. Mr. Lamson is KBIG employe. Granted June 23.

WIBM Jackson, Mich.—WIBM Inc. granted voluntary assignment of license to Booth Radio & Tv Stations Inc. for $115,865. President-Treasurer John L. Booth and family are sole owners. Booth Radio & Tv is permittee of WSBM-TV Saginaw, and owner of WBBC Flint, WJLB Detroit, WSGW Saginaw, all in Michigan. Granted June 7.

KDKD Clinton, Mo.—Clinton Bcstg. Co. granted voluntary acquisition of control by David M. Segal through purchase of remaining nine shares of stock from Lee E. and Jeanne F. Baker for $7,800. Mr. Segal will now be sole owner. Mr. Segal owns KUDL Kansas City, Mo., 77½% of WGVM Greenville, Miss., and 79% of KTFS Texarkana, Tex. Granted June 17.

KOKO Warrenburg, Mo.—Clinton Bcstg. Co. granted voluntary assignment of license to Lee E. and Jeanne F. Baker d/b as Warrensburg Bcstg. Co. through purchase by the company of 16 shares of stock in exchange for $14,194 assets of the company allocable to KOKO operation. Lee E. and Jeanne F. Baker are owners of KLEE Otumwa, Iowa. Granted June 17.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. granted voluntary transfer of control by S. H. Fabian, Samuel Rosen, Eleanor F. Rosen and Edward L. Fabian to Stanley Warner Corp. for repayment of their $12,500 stock subscription and expenses of $48,000. Sellers are 14% owners of Stanley Warner Co., theatre owners. Granted June 17; announced June 22.

WNCA Siler City, N. C.—W. M. Wrenn, F. N. Justice and H. E. Stout d/b as Chatham Bcstg. Co. granted voluntary assignment of license to corporation Chatham Bcstg. Co. No consideration involved as partners retain identical interest. Granted June 17; announced June 22.

WTMA-AM-FM Charleston, S. C.—Evening Post Pub. Co. granted voluntary assignment of license to Atlantic Coast Bcstg. Corp. for $85,000 plus accounts receivable. Principals include President-Treasurer **Charles E. Smith** (40%), president-stockholder WTBO Cumberland, Md.; Vice President **George H. Clinton** (40%), president-stockholder WPAR-AM-FM Parkersburg, and WBLK (TV) Clarksburg, both in W. Va. and vice president-stockholder WTBO; Secretary **David W. Jeffries** (10%), chief engineer WTBO, and **Dorothy A. Marks** (10%), WTBO stockholder. Granted June 23.

WDXL Lexington, Tenn.—Lexington Bcstg. Co. granted voluntary transfer of control from Harold L. Simpson to Aaron B. Robinson through purchase of 60% interest for $15,000. Mr. Robinson is owner WDXN Clarksville, president-majority stockholder WDXI Jackson, WENK Union City; majority stockholder WDXE Lawrenceburg, WTPR Paris, all in Tenn., and vice president-stockholder WCMA Corinth, Miss. Granted June 23.

KMID-TV Midland, Tex.—Midessa Tv Co. granted relinquishment by R. H. Drewry to Drewry et al. through sale of 415 shares of stock. Mr. Drewry will now own 29% interest; T. R. Warkentin (18.4%), and R. P. Scott (15.8%). Granted June 23.

KTLJ (TV) Houston, Tex.—Houston Tv Co. granted assignment of CP for vhf ch. 13 to Houston Consolidated Tv Co. Purpose of assignment is to effectuate merger agreement for the ch. 13 facility, whereby KTRH Houston obtains 32% interest; Houston Area Tv Co., 32%; Houston Tv Co., 20%, and Mayor Roy Hofheinz, 16%. Granted June 17.

WAVY Portsmouth, Va.—Portsmouth Radio Corp. granted voluntary transfer of control to Hunter C. Phelan and 10 others as voting trust. No consideration involved. Granted June 17.

APPLICATIONS

WICH Norwich, Conn.—Eastern Conn. Bcstg. Co. seeks involuntary transfer of control to Terese Lasser, executrix of the estate of J. K. Lasser (100%), deceased. Filed June 17.

WMRA Myrtle Beach, S. C.—Elizabeth Evans seeks voluntary assignment of license to Coastal Carolina Bcstg. Corp. for $28,000 and assumption of obligations totaling $5,000. Principals include President **Olin Tice Jr.** (⅓), CBS announcer and president-stockholder WJOT Lake City, S. C.; Vice President **Hugh E. Holder** (⅓), CBS announcer, and Secretary-Treasurer **George Henry Breinvogel** (George Bryan) (⅓), CBS announcer. Filed June 17.

WTSK-TV Knoxville, Tenn.—Tv Service of Knoxville Inc. seeks assignment of license for uhf ch. 26 facility to South Central Bcstg. Corp. (WIKY-AM-FM Evansville, Ind.) for assumption of obligations in amount not exceeding $216,500. Principals include President **John A. Engelbrecht** (39.6%); Vice President **George F. Stoltz** (39.6%), and Secretary-Treasurer **Eileen O. Stoltz** (0.5%). Filed June 19.

WKYR Keyser, W. Va.—Potomac State Bcstg. Co. seeks assignment of license to WKYR Inc. for $45,000. Principals include President-Secretary **Walter Patterson** (50%), vice president WKHM Jackson, Mich., and Vice President-Treasurer **Robert K. Richards** (50%), former NARTB administrative vice president. Mr. Glacius G. Merrill is retained as a consultant for 8 years for $20,000. Filed June 17.

WHAR Clarksburg, W. Va.—Mountain State Bcstg. Co. seeks assignment of license to WHAR Inc. for $90,000. Principals include President-Secretary Walter Patterson (50%), vice president WKHM Jackson, Mich., and Robert K. Richards (50%), former NARTB administrative vice president. Mr. Glacius G. Merrill is retained as consultant for 8 years for $20,000. Filed June 17.

WLCX La Crosse, Wis.—Bermac Radio Inc. seeks assignment of license to Ottumwa Telecasting Corp. for $30,000. Principals include President **Roy L. Phillippe** (34%), manufacturer of vaults; Vice President-Treasurer **Gene W. Phillippe** (33%), former ½ owner WKID Urbana, Ill., and Secretary **Mildred Swenson Phillippe** (33%). Filed June 17.

Hearing Cases . . .

INITIAL DECISIONS

Portland, Ore.—New tv, vhf ch. 8. FCC Hearing Examiner Elizabeth C. Smith issued initial decision looking toward grant of the application of North Pacific Television Inc. for CP for new tv station on ch. 8 in Portland, Ore., engineering condition and denial of the competing applications of Westinghouse Radio Stations Inc., Portland Television Inc. and Cascade Television Co. Action June 22.

Corpus Christi, Tex.—New tv, vhf ch. 6. FCC Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of the application of Gulf Coast Bcstg. Co. for CP for new tv station on ch. 6 in Corpus Christi, Tex., and denial of the competing application of Baptist General Convention of Tex. Action June 18.

OTHER ACTIONS

KLMR Lamar, Colo.—By Order, the Commission denied petition filed Dec. 22 by KGAR Garden City, Kan., for rehearing and reconsideration of Commission's Nov. 19 decision which granted the application of The Southeast Colorado Bcstg. Co. for CP to change operation of KLMR Lamar, Colo., from 1340 kc, 250 w, unlimited time, to 920 kc, 1 kw day, 500 w night, DA-night, engineering conditions and denied KGAR's application for a like change from 1050 kc, 1 kw, daytime only. Action June 17.

Miami, Fla.—Vhf ch. 10 proceeding. By Order, the Commission denied petition filed April 16 by Public Service Television Inc., seeking review of examiner's ruling of April 13 which granted motion filed by L. B. Wilson Inc. to strike reference to color studio technical equipment by Public Service, in proceeding involving applications of WKAT Inc., Miami Beach, Fla.; L. B. Wilson Inc., North Dade Video Inc. and Public Service Television Inc., all Miami, Fla., for new tv station on ch. 10. Action June 17.

WPIN St. Petersburg, Fla.—Fla. West Coast Bcstrs. Inc. seeks voluntary acquisition of positive control by Arthur Mundorff through sale by John W. Phellips of his 10% interest for $7,500. Mr. Mundorff will now own 55.45% and Dr. Charles Farrington will own 44.55% interest. Filed June 18.

Atlanta, Hartselle, Douglas, Ga.—Am proceeding. By Order, the Commission denied petition filed Feb. 18 by WERD Atlanta, Ga., to enlarge hearing issues in am proceeding involving its application and those of Dorsey Eugene Newman, Hartselle, Ala., and WDAG Douglas, Ga.

By Order, the Commission granted petition filed March 19 by its Broadcast Bureau and enlarged hearing issues to include an issue with respect to comparison of services by applicants in above-mentioned proceeding. Action June 17.

WDZ Decatur, Ill.—The Commission announced its Memorandum Opinion and Order denying petition filed by WDZ Decatur, Ill., for reconsideration of Commission decision released May 13, denying mod. of CP to change facilities of WDZ from 1050 kc to 610 kc, daytime operation to unlimited time, using its present power of 1 kw, DA day and night and change transmitter location. Action June 17.

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St. Louis, Mo.—Ch. 4 protest. FCC, by Memorandum Opinion and Order denied petition of Signal Hill Television Corp. (ch. 54), Belleville, Ill., filed May 20 protesting grant of the application of KWK Inc. (ch. 4), St. Louis, Mo. However, detailed allegations have been made by Signal Hill Television Corp. and these will be considered by the Commission to be allegations in the nature of a petition for reconsideration which will be determined by the Commission at the time it disposes of the complaint by Signal Hill Television Corp. with respect to the alleged illegal construction of the facilities by KWK Inc. Action June 22.

Buffalo, N. Y.—Vhf ch. 7 proceeding. By Order, the Commission denied petition filed by the National Association of Broadcast Employes and Technicians, CIO, seeking to intervene in the proceeding on applications of Great Lakes Television Inc., Greater Erie Bcstg. Co., and WKBW-TV Inc. for new tv station on ch. 7 in Buffalo, N. Y. Action June 17.

Memphis, Tenn.—Vhf ch. 3 proceeding. By Order, the Commission denied petition filed Feb. 8 by Hoyt B. Wooten d/b as WREC Bcstg. Service, for review of examiner's order governing the hearing on applications of petitioner and WMPS Inc. for new tv station on ch. 3 in Memphis, Tenn. Action June 17.

Green Bay, Wis.—FCC, by Order, denied petitions of Valley Telecasting Co. permittee of Station WFRV-TV, ch. 5, Green Bay, Wis., requesting hearing (1) on request of WMBV-TV, ch. 11, Marinette, Wis., for withdrawal of its application for mod. of CP; (2) on cancellation of the CP as mod., and (3) on reinstatement of the CP. Action June 23.

Hearing Calendar . . .

June 28

Central City, Ky.—New am, 1380 kc, before Examiner Hugh B. Hutchinson—L. L. Stone, A. E. Stone and R. G. Utley d/b as Central City-Greenville Bcstg. Co., Mullenberg Bcstg. Co.

June 29

Mobile, Ala.—Vhf ch. 5, oral argument before the Commission en banc—WKRG-TV Inc., Mobile Tv Corp.

Port Arthur, Tex.—Vhf ch. 4, oral argument before the Commission en banc—Jefferson Amusement Co., Port Arthur College, Smith Radio Co.

Buffalo, N. Y.—Vhf ch. 7, hearing conference before Examiner H. Gifford Irion—Great Lakes Tv Inc., Greater Erie Bcstg. Co., WKBW-TV Inc.

Klamath Falls, Ore.—Vhf ch. 2, further hearing conference before Examiner Isadore A. Honig—KFJI Bcstrs., Klamath Falls Tv Inc.

June 30

Bluefield, W. Va.—Vhf ch. 6, prehearing conference before Examiner Claire W. Hardy—Southern W. Va. Tv Inc., Daily Telegraph Printing Co.

Columbus, Miss.—550 kc, further hearing before Examiner Claire W. Hardy—WCBI, WHBQ Memphis, Tenn.

July 1

Savannah, Ga.—Vhf ch. 3, oral argument before the Commission en banc—WSAV Inc., WJIV-TV Inc.

Akron, Ohio—1150 kc, before Examiner Elizabeth C. Smith—WCUE.

Hastings, Neb.—Vhf ch. 5, before Examiner Charles J. Frederick—Seaton Pub. Co.

July 2

Bluefield, W. Va.—Vhf ch. 6, before Examiner Claire W. Hardy—Southern W. Va. Tv Inc., Daily Telegraph Printing Co.

Naples, Fla.—New am, 1430 kc, before Examiner Annie Neal Huntting—Collier County Bcstrs. Inc., WMYR Ft. Myers.

Routine Roundup . . .

June 17 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Roanoke, Va., Times-World Corp., Radio Roanoke Inc.—Dismissed as moot petition of Times-World Corp. for extension of time to June 17 in which to file answer to petition of Radio Roanoke for dismissal of application of Times-World for ch. 7 (Dockets 10655-56).

Walnut Creek, Calif., Arthur Westlund—Granted petition for dismissal without prejudice of his application (Docket 10215; BP-8321), and dismissed as moot petition of the Chief, Broadcast Bureau to modify the issues and add parties.

Chief Broadcast Bureau—Granted petition for extension of time to and including June 17, in which to file replies to petition of Radio Roanoke Inc. for dismissal of application of Times-World Corp. for ch. 7 at Roanoke, Va. (Dockets 10655-56) (Action of 6/11).

By Hearing Examiner William G. Butts

Binghamton, N. Y., Southern Tier Radio Service Inc.; Endicott, N. Y., Ottaway Stations Inc.—Granted petition of Southern Tier to reopen the record in proceeding re ch. 40, to include in the record a certain stipulation of the parties submitted with the petition; said stipulation was incorporated into and made a part of the record and the record thereupon closed (Dockets 10681-82).

By Hearing Examiner Millard F. French

Scheduled further hearing on June 18, in the proceeding re Indianapolis Bcstg. Inc., et al. for ch. 13 in Indianapolis, Ind. (Docket 8906 et al.).

June 18 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee

Sacramento, Calif., KCRA Inc., Sacramento Bcstrs., Inc.—Granted petition of Sacramento Bcstrs. for an extension of time to and including July 15 within which to file its exceptions to initial decision in proceeding re ch. 3 (Dockets 10294, 9012).

Arlington, Tex., Mid-Cities Bcstrs.; Grand Prarie, Tex., Jessie Mae Cain; KLIF Dallas, Tex., Trinity Bcstg. Corp.—Granted petition of Trinity for an extension of time to and including June 24 within which to file its reply to the petition of WOAI San Antonio, seeking intervention and enlargement of the issues in proceeding re Dockets 11024 et al. re am applications.

By Hearing Examiner Claire W. Hardy

Bluefield, W. Va., Southern W. Va. Tv Inc., Daily Telegraph Printing Co.—On petition of Southern continued the pre-hearing conference in proceeding re ch. 6 from June 18 to June 22 (Dockets 11042-43).

By Hearing Examiner Fanney N. Litvin

Little Rock, Ark., Ark. Television Co.; No. Little Rock, Ark., Ark. Telecasters Inc.—On request of Ark. Television Co. continued the hearing in re ch. 11 from June 22 to June 23 (Dockets 10610-11).

By Hearing Examiner Claire W. Hardy

WMAW Menominee, Mich., Green Bay Bcstg. Co.—By Memorandum Opinion and Order granted petition of WMAW for leave to amend its application (Docket 10587; BMP-6064), by adding certain engineering data, and removal from hearing status (Action of 6/15).

Issued a Memorandum of Ruling formalizing an oral ruling made on the record by the Examiner on June 15, sustaining objections to receipt of certain depositions then offered in evidence by WMPS Inc., and WREC Bcstg. Service, applicants for ch. 3 at Memphis, Tenn. (Dockets 10761-62) (Action of 6/16).

ACTIONS IN DOCKET CASES

Argument Postponed

The Commission postponed oral argument from June 28, 1954, to July 1, 1954, on the following proceedings: WSAV Inc., and WJIV-TV Inc., Savannah, Ga. (Dockets 10517-18).

June 18 Applications

ACCEPTED FOR FILING

License for CP

WTLS Tallassee, Ala., Bertram Bank tr/as Tallassee Bcstg. Co.—License to cover CP (BP-8414) as mod., which authorized new standard broadcast station (BL-5325).

KAVR Apple Valley, Calif., Apple Valley Bcstg. Co.—License to cover CP (BP-5556) as mod., which authorized new standard broadcast station (BL-5327).

KFSC Denver, Colo., Francisco V. (Paco) Sanchez—License to cover CP (BP-8818) as mod., which authorized new standard broadcast station (BL-5330 resubmitted).

WTTB Vero Beach, Fla., Tropics Inc.—License to cover CP (BP-8337) as mod., which authorized a new standard broadcast station (BL-5336).

WLBN Lebanon, Ky., Clarence H. Hulse, Jr. and Charles R. Shuffett, a partnership db as Lebanon-Springfield Bcstg. Co.—License to cover CP (BP-9175) which authorized increase in daytime power from 500 w to 1 kw (BL-5335).

WPTX Lexington Park, Md., Patuxent Radio Inc.—License to cover CP (BP-8924) which authorized change in frequency, change power and make changes in antenna system (BL-5329).

KIYI Shelby, Mont., Tri County Radio Corp.—License to cover CP (BP-8829) as amended which authorized change in frequency from 1230 kc to 1240 kc (BL-5326).

KLEA Lovington, N. M., David R. Worley tr/as Prosperity Land Bcstg. Co.—License to cover CP (BP-9023) as mod. which authorized change frequency, increase in power, change type transmitter and make changes in the antenna system (BL-5337).

WADP Warren, Pa., Northern Allegheny Bcstg. Co.—License to cover CP (BP-8671) as mod., which authorized new standard broadcast station (BL-5333).

WNIX Springfield, Vt., Connecticut Valley Bcstg. Co., Inc.—License to cover CP (BP-8878) as mod., which authorized new standard broadcast station (BL-5328).

KHQ-TV Spokane, Wash., KHQ Inc.—License to cover CP (BPCT-885) as mod., which authorized new tv station (BLCT-204).

Remote Control

WAUG-FM Augusta, Ga., Chester H. Jones, et al. d/b as Garden City Bcstg. Co.—License to cover CP (BPH-1723) as mod., which authorized new fm station (BLH-972).

WSTC-FM Stamford, Conn., The Western Connecticut Bcstg. Co.—301-A, Operation by Remote Control (BRCH-91).

Renewal of License

WMUA (FM) Amherst, Mass., U. of Mass.—(BRED-98.)

Modification of CP

WSBM-TV Saginaw, Mich., Booth Radio & Television Stations Inc.—Mod. of CP (BPCT-1229) as mod., which authorized new tv station for extension of completion date to 11-29-54 (BMPCT-2190).

WARD-TV Johnstown, Pa., Rivoli Realty Co.—Mod. of CP (BPCT-895) as mod., which authorized new tv station for extension of completion date to 1-15-55 (BMPCT-2193).

KDTX (TV) Dallas, Tex., R. L. Wheelock, et al. d/b as Uhf Television Co.—Mod. of CP (BPCT-827) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2192).

June 21 Applications

ACCEPTED FOR FILING

Remote Control

KBIF Fresno, Calif., John Poole Bcstg. Co.—(BRC-420).

WKAL Rome, N. Y., Copper City Bcstg. Corp.—(BRC-421).

KRDO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—Mod. of CP (BPCT-837) as mod., which authorized new tv station for extension of completion date to 1-19-55 (BMPCT-2200).

WJIM-TV Lansing, Mich., WJIM Inc.—Mod. of CP (BPCT-883) as mod., which authorized changes in facilities of existing tv station for extension of completion date to 10-16-54 (BMPCT-2197).

WKNY-TV Kingston, N. Y., WKNY-TV Corp.—Mod. of CP (BPCT-1264) as mod., which authorized new tv station for extension of completion date to March, 1955 (BMPCT-2186).

KGBT-TV Harlingen, Tex., Harbenito Bcstg. Co., Inc.—Mod. of CP (BPCT-1071) as mod., which authorized new tv station for extension of completion date to 1-1-55 (BMPCT-2187).

(Continued on page 88)

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These Engineers . . .
ARE AMONG THE
FOREMOST
IN THE FIELD

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING ● TELECASTING
1735 DeSales St., N. W., Wash. 6, D. C.

Member AFCCE

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

TO ADVERTISE IN THE
SERVICE DIRECTORY
Contact
BROADCASTING • TELECASTING
1735 DESALES ST., N.W., WASH. 6, D. C.

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager. Young, active, must have had previous experience as general manager and sales manager small station. Unusual opportunity to break into metropolitan market as manager. Box 743D, B•T.

Salesmen

Television or radio. Radio sales experience necessary. Excellent opportunity for able salesman with successful radio-television operation in important Michigan market. Protected list of accounts, ideal working conditions. Income based on commission, however, we will pay salary up to six months and not charge it back against commissions. Write in confidence. Box 812D, B•T.

A central Pennsylvania radio station with tv operation soon to begin, needs an aggressive, hard-hitting salesman who can become part of an organization that has plenty of broadcasting know-how. The man we want has the ability to handle top local accounts, develop "package sales" and give merchandising assistance to clients. Compensation is commensurate with ability to produce . . . the sky's the limit. Excellent list of basic accounts ready to turn over to the right man. Give full details in letter with photo. Box 814D, B•T.

One of our top executives is leaving us to accept an executive position in another market. We have an immediate opening for an experienced, aggressive salesman. We are one of the nation's top independent stations. Man selected will earn a minimum of $10,000 first year, with an opportunity to make $15,000 to $20,000 yearly, depending upon aggressiveness and ability. Send complete personal data, resume of experience and late photo to Box 823D, B•T. All replies confidential.

WFAR, Farrell, Pa., target date mid-August, has commercial manager opening.

Salesman at once, man or woman. 25% commission, 5000 watt, day and night. WKNK, Muskegon, Michigan.

Salesman for 1000 watt daytimer presently constructing full-time facilities. Excellent opportunity with good draw and good account list. Give full details in first letter or contact Harry C. Weaver, WOKE, Oak Ridge, Tennessee.

Salesman wanted: Wonderful opportunity for right man. Chance for advancement to commercial manager. Top draw against commission. Do not apply unless you have good personal and sales record. WTJH, East Point, Georgia.

Announcers

1st, combo engineers, announcers and salesmen that can sell. Ohio. Box 785D, B•T.

Engineer-announcer by Illinois independent. Accent on announcing, but technically competent. Pay commensurate to ability and experience. Send resume, will contact for personal interview. Box 817D, B•T.

Local news editor with journalistic background to culminate goal of best radio news department in midwest. Groundwork started. Salary open. Box 818D, B•T.

KOA-Radio wants top RFD to ride herd on station's extensive farm service programming. West or midwest agriculture background necessary. All replies confidential. Contact Jim Atkins, KOA, Denver.

Top station in east Texas will need announcer September 1, who can do football play-by-play. Must be experienced, willing to work and be interested in general staff work. Nose for news will also help. Submit tape and all information possible as well as minimum salary expected. No drifters need apply. Richman Lewin, General Manager, KTRE, Lufkin, Texas.

WFAR, Farrell, Pa., target date mid-August, has opening for announcer.

Combination announcer-first class engineer wanted for one kw independent station. Send disc or tape and picture to WFPM, Fort Valley, Georgia.

Help Wanted—(Cont'd)

Combo with first class ticket. No maintenance; strong DJ, news. Salary commensurate with experience. Full-time kw indie. Send background, tape, photo to General Manager, WITY, Danville, Illinois.

Combination man . . . announcer and play-by-play sports for football and basketball. No summer play-by-play. Must be good announcer, good salary, excellent working conditions. Audition tape and interview necessary. Apply WJBC, Bloomington, Illinois.

Announcer wanted immediately. Wide awake morning man to do hillbilly record show. Must be able to do commercials that sell. Excellent pay and working conditions. WTJH, East Point, Georgia.

Technical

Chief engineer looking for permanent position with ambition to advance himself and station. Position is engineering board, air work and maintenance. Station is top equipment southwest 1,000 watts Mutual. Good staff, friendly town. Top salary for honest, efficient, cooperative family man with car, who has good voice. Prefer at least three years experience as chief. If you are non-alcoholic, not a hop head and a level headed genius, contact Box 621D, B•T.

Engineers and operators for tv and am station located in large midwest city. Please supply education, experience and snapshot. Reply Box 789D, B•T.

First class engineer to install small am station south Florida's east coast about September 1 and continue as chief engineer-announcer. Box 815D, B•T.

Chief engineer interested in good place to work. Must do some general announcing. 250 watt midwest Mutual willing to pay good salary for good, experienced man. Box 831D, B•T.

Chief engineer. 10 kw am, Fairbanks, Alaska. Must be thoroughly experienced am broadcasting. Also capable maintaining building and housing facilities. Salary open. Inexpensive housing available. Chief engineer, 250 watt am, Seward, Alaska. Must have had previous experience, be capable of maintaining all station equipment including magnecorders without assistance. Salary $450. Give full particulars, marital status, number, ages of children, financial condition (no investment required), physical defects. Send snapshot to Alaska Broadcasting System, 830 Securities Building, Seattle 1, Washington.

Engineer with first class ticket for am and fm operation. No announcing. Experience not major requirement. Car required. Two days per week off in fisherman's paradise. Contact Chief Engineer, KMUS, Muskogee, Oklahoma.

Chief engineer for full-time 1000 southern station. Good future, salary depending upon ability. Contact Harry C. Weaver, WOKE, Oak Ridge, Tennessee.

First phone operator for network station. Contact WSYB, Rutland, Vermont.

Production-Programming, Others

Local newsman: Station which recognizes local news as most valuable asset, seeks newsman who feels same way. Must have solid reporting background and good voice. Good opportunity at financially sound independent. Box 726D, B•T.

Executive secretary (female) with experience in radio. Preferable knowledge acquired in smaller operations. Unique opportunity. Box 802D, B•T.

Television

Help Wanted

Managerial

Sales manager for Rocky Mountain metropolitan area tv station. Must be experienced in tv sales on the national, regional and local level with the ability to hire and train salesmen for solid result-getting sales, yet young enough to grow with a progressive, profitable operation. Excellent opportunity for the right man. Include full details of experience, record, income requirements and personal qualifications with photo. Box 732D, B•T.

Salesmen

Tv salesman for fast growing uhf in Asheville, North Carolina, sales and service of local accounts. Excellent opportunity for hard worker with proven record. Box 800D, B•T.

Tv station in fabulous southeastern Florida "Gold Coast" section, need top-notch, live wire salesmen immediately. Contact Bill Van der Busch, Sales Manager, for best tv deal. WITV, 207 Professional Building, Miami 32, Fla.

Announcer

Responsible announcer, M.C. Must be able to sell camera for uhf station in western North Carolina. Box 801D, B•T.

Technical

Television engineers: Must have experience in vhf or uhf transmitters and/or control and associated equipment. Ideal working conditions. Apply by letter only, stating qualifications, references, salary desired. C. R. Thon, Chief Engineer, WGLV-TV, Easton, Pa.

Situations Wanted

Managerial

Tired of "recession talk"? Business can be good with man young enough to be aggressive, old enough to know how. Family, degree and experienced all phases small station. Box 777D, B•T.

Sales manager-am-tv-5 years experience at CBS affiliate. Rep. experience in N. Y. C. Outstanding sales record. Box 598D, B•T.

Manager—thoroughly experienced and capable. Performance and profit-minded with emphasis on economy. Medium market preferred. Box 791D, B•T.

Announcers

Sportscaster, 7 years experience, outstanding play-by-play football, basketball, baseball. Excellent voice, reliable, accurate. Desire college or pro games. Box 723D, B•T.

Sports-sales. Sports announcer and salesman, now employed, available September first. Box 770D, B•T.

Announcer, four years experience, 3rd ticket, now midwest, wishes southern Florida. Box 771D, B•T.

Announcer. Capable, mature air salesman with five years experience; finest references. Box 772D, B•T.

Young versatile announcer with good mature voice desires a permanent position in New England. Strong on sports as well as music-news format. Tape, picture and resume upon request. Minimum $65. Box 775D, B•T.

Announcer, staff, news, commercial, colored, smooth DJ personality. Control board operator, third class ticket, married, will travel anywhere. Tape and photo available. Box 780D, B•T.

Several months experience. Strong news, DJ, easy style. Draft exempt. Box 781D, B•T.

Staff-sports announcer. 6 years' experience, seeking position with progressive station. Tapes, references furnished. Box 788D, B•T.

Exceptionally good newsman-announcer. Impressive record. Proven rating. Box 792D, B•T.

Announcer, light experience, good DJ, news, sports, board. Disc, tape. Box 806D, B•T.

Situations Wanted (Cont'd)

Announcer-2 years experience with independent station in midwest. Specialize in newscasts. Also have done some DJ and remotes. Married seeking permanency. Box 809D, B•T•.

Announcer, experienced-DJ work-news-heavy on commercials. Third class ticket. Tape available. Box 811D, B•T.

Ohio-Pa.-Mich. station attention. DJ-5 years experience available immediately. Smooth, professional delivery, proven audience builder. College grad, married. Clean-cut appearance. Experience, programming, promotion, production, continuity. Will come for personal interview. Phone collect Canton, Ohio, 6-8396 or write Box 824D, for tape, photo.

Ambitious announcer, light experience, on midwest affiliate wants to progress with indie. Midwestern graduate, single, vet, will travel now. Write or wire Box 832D, B•T, at once.

Announcer including DJ, sports and control board. Married, veteran. Tape and resume on request. Don Barton, 26 Linden Street, Brooklyn 21, N. Y.

Staff announcer—strong on rural disc, farm programs. Tape, photo, resume. Will travel. Roy Bone, 6435 South Yale, Chicago, Illinois.

You need help? I need job—try me. Ray Cascone, 85 Hillside Ave., Mt. Vernon, New York.

Excellent, experienced announcer available. Lou Douglas, % Plevretes, 3252 45th Street, Long Island City 3, N. Y.

Experienced announcer available. All phases. Bud Ferris, 1821 East 3rd Street, Brooklyn, New York.

Announcer-DJ-newcaster, 25, experienced. Pleasent voice, operate board. Tape available. Dee Ford, 1954 E. 29th Street, Brooklyn, N. Y.

Female personality, presently daily commentator, slight British accent, can write, office experience. Specialize women's DJ show. Ronnie Jennings, 18 Fayette Street, Concord, New Hampshire.

Announcer-DJ. Experienced on 5 kw—interested in up and coming station. No clock watcher —music my specialty. Dave Millan, 14662 Wisconsin, Detroit 38, Michigan.

Staff announcer—graduate Indiana University, Midwestern Broadcasting School. Desire position where good background and potential can help you. Single, travel. Send for tape and information. Louis J. Miller, 312 South Eighth Street, Vincennes, Indiana. Telephone 2248-W.

Capable, conscientious, veteran. Good news, strong commercials. Sales ability. DJ, control board-light experience-travel-tape. Don Richards, c/o Staiti, 180 Gracechurch Street, Port Chester, New York.

Announcer: Newscaster-personality DJ, editing-copy-writing. Knowledge of sports, musical background. Roy Romyn, 53 Palisade Ave., West York, N. J.

Experienced staffman available. All phases broadcasting, crossboard operations, newscasts-commercials - DJ (ad - lib - interviews - balance) pleasing voice and personality. c/o Schaefer, 2980 Briggs Avenue, Apt. 4B, New York 58, N. Y.

Morning announcer, salesman. Knows radio, deep voice. Available now, anywhere. Telephone 705-W, Morgantown, N. C.

Announcer—first class license, good voice, experienced. Minimum $75.00. Bum, 212 West Water Street, Bellefontaine, Ohio.

Top-flight announcers, copywriters, **engineers.** Tapes available. Academy of Broadcast Arts, 10 East 40th Street, New York 16. MU 6-3714.

Technical

Ambitious chief engineer looking for advancement. 5 years commercial experience, additional 7 years technical am announcing. Sober family man. Box 776D, B•T.

Versatile, thoroughly trained tv studio technician, desires opportunity. Work anything from audio to zoomar anywhere. Box 782D, B•T.

Assistant chief wants job as chief. 10 years experience with one station. Box 796, B•T.

Situations Wanted (Cont'd)

Recording engineer wants work as music or dubbing mixer with major recording or film studio. Box 797D, B•T.

1st phone and telegraph also radar. Endorsement. Prefer West Coast broadcast or tv station. Box 807D, B•T.

Foreign-domestic . . . experienced, construction, maintenance, operations am-fm, cw int. h/f, mobile, amateur. Supervisory, administrative, engineering. 29, family. Present 50 kw and consultant. Resume on request. Box 813D, B•T.

Chief engineer, 13 years radio, 6 years chief. Family, car. Can take over to produce an efficient, economical technical operation. Excellent technical and character references all previous. Box 830D, B•T.

1st phone-graduate, no practical experience, but eager to learn—wages secondary. Prefer out west. E. Blake, 841 E. 19th Street, Long Beach, California.

Summer employment, first phone, available July 19. Senior E.E. student. Jerald Felch, Holly, Michigan.

Engineer, 1st class, life-time experience, 250 to 50,000 watts. Single, self-employed . . . available for vacation fill, advisory consultation and (or) transmitter operation. Wallace V. Rockefeller, Wood River, Nebraska.

First phone, recent graduate RCA technical school, station experience in service. Willing to work hard and learn. Will relocate. Desires technical opportunity. Write Frank Del Rosso, 182 Oakland Avenue, Jersey City, New Jersey.

Production-Programming, Others

Am or tv need capable young woman? Two and half years college, major speech, minor design. Experienced in dramatics, make-up and stage craft. Knowledge of musical instruments. Commercial am radio experience. Have ambition, references, and willing to travel. Box 773D, B•T.

Girl Friday. Continuity, traffic, mike work. Excellent references. Midwest preferred. Box 790D, B•T.

Program-production expert. Strong sales promotion. Prefer indie sold on showmanship. Box 822D, B•T.

Some small southeast station needs my seven years experience as announcer-newsman-PD-salesman. Restricted ticket-28-family. Available August. Gene Bollinger, 15240 NE Halsey, Portland, Oregon.

Television

Situations Wanted

Announcers

Announcer—experienced all phases of radio announcing, newscasting, editing-tv background. Desirous of locating with growing tv-am operation. Box 793D, B•T.

Tv personality announcer desires to progress to am-tv operation seeking creative personnel for both mediums. Ten years broadcast experience. Two years tv staff experience. Box 798D, B•T.

Technical

Young man seeks position out of New York in tv technical or production department. Box 799D, B•T.

Production-Programming, Others

Tv operations manager with five years experience seeks greater opportunity. Major and medium market experience. Completely familiar with all phases production, sales, and film buying. Helped put present money-making operation on air. Top references. Box 786D, B•T.

Television director, seven years station experience in major market. Married. Top references. Worth investigating. Box 787D, B•T.

Need new blood in your tv station? Here's the answer—Four experienced men, who are working together and are capable of doing complete smooth production consisting of: Director-announcer, technical director-video engineer, audio engineer and cameraman, who can double on each other's jobs. Full resume forwarded on request. Box 794D, B•T.

Situations Wanted (Cont'd)

Television director. Competent, experienced, network and local credits. Strong references and presently employed midwest one-market station. Single, mature, seeking greater challenge from some more aggressive operation. Resume on request return mail. Box 808D, B•T.

Experienced cameraman. Network affiliate. All studio operations. Desires permanent position. Box 810D, B•T.

Experienced tv producer-director desires to make change. Thorough broadcasting and production agency background. Presently employed at tv station. Best references. Box 819D, B•T.

For Sale

Stations

Partnership. Exclusive. Indie. Only $6,000 cash. Box 803D, B•T.

Carolina daytime, single station market with 20 million retail sales, at less than cost with terms. Reason: Absentee owner without radio experience. Paul H. Chapman, 84 Peachtree Street, Atlanta, Ga.

Free list of good radio buys now ready. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, California.

Radio and television stations bought and sold. Theatre Exchange, Licensed Brokers, Portland 22, Oregon.

Equipment, etc.

Have spare zoomar lens; perfect condition. Box 686D, B•T.

One General Electric audio console and 48 inch rack of associated equipment. A-1 condition—Best offer. Box 715D, B•T.

Brand-new uncrated Wincharger 300' type 300 non-insulated tower, complete with new FCC 17.26 lighting equipment, extra guys and reinforcement, suitable for supporting tv antenna. Discount. Box 774D, B•T.

G.E. BT2B fm transmitter, 250 w to 1 kw. Modulation and frequency monitor plus 2 bay antenna for 95.9 mc and 500 ft. S-450 7/8 coax cable. Send offer to Box 778D, B•T.

Projectall—Permits using two film projectors, transparencies, opaques through one Ike chain. Split mirrors model. 600 opaque holders, 175 transparency slide mounts. Includes clock, news ticker tape, title pull down. Fades, cross fades, dissolves, supers over film. Remote controlled. Excellent condition. Used less than one year. $1,490.00. FOB Colorado Springs, Colorado. Willis Shanks, KKTV, 512 South Tejon.

One recorder too many—will sell virtually new minatape battery powered tape recorder, including microphone and battery charger. Equipment cost $280. First check for $140. takes it on approval WCNT, Centralia, Illinois.

538-ft. self-supporting tv tower type F-30 Truscon. In storage. Can deliver immediately. WIRE, Indianapolis, Indiana.

One REL model #707 st. link (audio) transmitter and receiver complete with 6 foot di-pole dishes operating on 940.5 megacycles with 15 DB over half wave di-pole at each end. Original cost, 1950, $4,000.00. One RCA BF-3A fm turnstile antenna tuned to 96.9 mc with power gain of 3.6, cost $4,200.00 1947. One 220 ft. Wincharger guyed tower complete with beacon, guy wires, insulators, and three anchors. This item will be available July 15th. Make offer for each item, to WOPI, Inc., Bristol, Tennessee. South 3730. W. A. Wilson, President.

Collins type 297 AT cut, 1240 kc. Crystal with oven. WPWA, Chester, Pa.

Commercial crystals and new or replacement broadcast crystals for Bliley, Western Electric, RCA holders, Coneltrad frequencies, crystal, regrinding etc., fastest service. Also monitor and frequency measuring service. Eidson Electronic Co., Temple, Texas. Phone Prospect 3-3901.

Your third hand—Modelli Workbench, 48" x 24" x 33", knocked-down, completely equipped; only $11.95 delivered; Riolmetal, Palatka, Florida.

For Rent: Professional television cameras and crews for remote or studio use. Universal Broadcasting System, 2193 Commonwealth Ave., Boston 35, Mass.

One Blaw Knox insulated self-supporting tower. Type CK, 364'. $5,000.00 dismantled. J. M. Hamilton & Co., Box 2432, Gastonia, N. C.

Wanted to Buy

Stations

Wanted to buy or lease a small station in southeast. Replies held confidential. Box 784D, B•T.

Wanted to Buy—(Cont'd.)

Want 250-1000 watts, small community. Principal. Will hold confidential. Box 795D, B•T.

Equipment Etc.

1 Gates SA 50 console, 400 feet, 1⅝ inch co-axial cable and clamps, etc., for cable. Send full particulars and price to Box 734D, B•T.

Wanted, complete fm system for high power operation. Send list, price, etc., to Box 779D, B•T.

Anxious to buy tv mobile unit less camera equipment and studio camera pedestals. Please mail description of condition and prices. Box 783D, B•T.

Cash for good used equipment priced right. Everything for new 100-250 watt am station. Box 816D, B•T.

Wanted used broadcasting transmitter, 250 or 1000 watts. Write Chief Engineer, KSWI, or call 4041 Council Bluffs, Iowa.

Fm power amplifier wanted. Miami school system needs General Electric BF-2-A, 3 kw or equivalent if priced right (educational outlet). Contact Vernon Bronson, Director, WTHS, 275 N. W. 2nd Street, Miami 36, Florida.

Used camera chain wanted for instructional purposes. Northwest Broadcasting School, 527 S.W. 12th, Portland, Oregon.

Miscellaneous

Wanted: Good public inquiry contracts. 5,000 watt station in deep south, presently using with excellent results. Write Box 661D, B•T.

Instruction

FCC operator license quickly. Individualized instruction correspondence or residence. Free brochure. Grantham, 6064 Hollywood Blvd., Hollywood, California.

Television

Help Wanted

Announcers

WOMAN FOR COOKING SHOW

TV station in medium Pennsylvania market needs good on-the-air saleswoman. Must be personable, active and have showmanship ability. Write full information, including references, salary desired and picture if available, to

Box 820D, B•T

Situations Wanted

Production-Programming, Others

This Man Solves
PROMOTION PROBLEMS

His creative approach to promotion problems, in sales presentations, direct mail and advertising campaigns, has won him national recognition for superior work and results. His work has increase time and space sales, local and national, for newspapers, radio and TV in major markets. He is thoroughly experienced in media sales promotion, merchandising, public relations and management. He will leave a top spot with a major company for an opportunity on the Eastern seaboard. He is in his early thirties and his salary bracket is $10,000-$12,000. Write

Box 805D, B•T

Television

Situations Wanted

Managerial

TV STATION SALES EXECUTIVE DESIRES CHANGE

Now employed by major market VHF station. Desires relocation due to change in sales incentive plan. Personal billing average over $1,000,000 annually past few years; personal income $30,000. Capable of being Sales Manager or General Manager. Willing to start as salesman if advancement can follow. Would like to invest some cash to gain partial equity and participate in ownership. Strong on sales, programming, promotion. 13 years Radio-TV experience. Family man, solid citizen, hard worker. Prefer West, Southeast, Northwest or Florida. All replies held in strict confidence.

Box 825D, B•T

For Sale

Equipment Etc.

FOR SALE

GENERAL ELECTRIC TT-6-E, 5KW, HIGH CHANNEL TRANSMITTER AND TY-28-H 12 BAY ANTENNA. This equipment presently in use will be available early fall. Reason for selling, duplicate equipment required for relocation of transmitting plant. Box 493D, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

Wanted to Buy

Stations

STATION WANTED

I am interested in purchasing a radio station within radius of 300 miles of New York City. I am willing to buy complete or partial ownership. All replies held in strictest confidence.

Box 804D, B•T

Equipment Etc.

12KW UHF TRANSMITTER

Rated TV Station Needs 12KW UHF Transmitter. Will Enter Into Lease Arrangement With Option To Purchase. Write or Wire

Box 821D, B•T

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)

280 Madison Ave., New York, N.Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

FOR THE RECORD

(Continued from page 84)

KLAS-TV Las Vegas, Nev., Las Vegas Television Inc.—Mod of CP (BPCT-1239), as mod., which authorized new tv station for extension of completion date to 1-15-55 (BMPCT-2194).

WBUF-TV Buffalo, N. Y., WBUF-TV Inc.—Mod. of CP (BPCT-1348) as mod., which authorized new tv station for extension of completion date to 12-31-54 (BMPCT-2199).

KMIV (TV) Miami, Okla., George L. Coleman and Kenyon Brown d/b as Miami Television Co.—Mod. of CP (BPCT-1650) as mod., which authorized new tv station for extension of completion date to 12-22-54 (BMPCT-2196).

WBAP-TV Ft. Worth, Tex., Carter Publications Inc.—Mod. of CP (BPCT-1795) which authorized changes in existing tv station for extension of completion date to 10-19-54 (BMPCT-2198).

WTHS-TV Miami, Fla., Lindsey Hopkins Vocational School of the Dade County Board of Public Instruction—Mod. of CP (BPET-2) which authorized new non-comm. edu. tv station for extension of completion date to 3-1-55 (BMPET-38).

Renewal of License

WPEL Montrose, Pa., The Montrose Bcstg. Corp.—(BR-2830).

Modification of CP

WNEL San Juan, P. R., Station WNEL Corp.—Mod. of CP (BPCT-1348) as mod., which authorized change frequency, increase power, install new transmitter, change transmitter location and make changes in antenna system for extension of completion date (BMP-6556).

June 22 Decisions

BROADCAST ACTIONS

Actions Taken June 18

Granted License

WPET Greensboro, N. C., Wayne M. Nelson—Granted license for am station; 950 kc, 500 w, D (BL-5322).

WSPN Saratoga Springs, N. Y., SPA Bcstrs. Inc.—Granted license for am station; 900 kc, 250 w, D (BL-5319).

KXJK Forrest City, Ark., Forrest City Bcstg. Co.—Granted license covering increase in power and installation of a new transmitter; 950 kc, 5 kw, D (BL-5323).

CP

WOPI Bristol, Tenn., Radiophone Bcstg. Station WOPI Inc.—Granted CP to change transmitter location and increase antenna height with fm antenna side mounted (BP-9319).

Modification of CP

WJSB Crestview, Fla., Crestview Bcstg. Co.—Granted mod. of CP for approval of antenna and transmitter location; engineering condition (BMP-6544).

WETU Wetumpka, Ala., Elmore Service Corp.—Granted mod. of CP for approval of antenna, transmitter and studio locations; engineering condition (BMP-6542).

The following stations were granted Mod. of CP's for extension of completion dates as shown: KGO-TV San Francisco, to 1/18/55; WNEL San Juan, P. R., to 8/18/54.

Actions Taken June 17

Remote Control

WSTC-FM Stamford, Conn., The Western Conn. Bcstg. Co.—Granted authority to operate by remote control.

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown: WOR-FM New York, N. Y., to 1/1/55; WSBM-TV Saginaw, Mich., to 12/29/54; WICA-TV Ashtabula, Ohio, to 12/30/54; WARD-TV Johnstown, Pa., to 1/15/55; KDTX Dallas, Tex., to 1/15/55.

Actions Taken June 16

KENE Toppenish, Wash., Radio Bcstrs. Inc.—Granted license for am station; 1490 kc, 250 w, U (BL-5316).

KRIC-FM Beaumont, Tex., The Enterprise Co.—Granted license covering changes in fm station 97.5 mc., ch. 248, 14 kw (BLH-970).

KANG-TV Waco, Tex., Central Texas Tv Co.—Granted extension of completion date to 1/15/55.

Granted authority to Paramount Tv Productions Inc., Los Angeles, Calif., to transmit video transcriptions of the program, *Wrestling From Hollywood*, via air or rail express to Canadian Television Stations CHSJ (TV) St. John, New Brunswick, and CBNT (TV) Winnipeg, Manitoba, for broadcast by these stations in Canada, for the period ending Feb. 1.

Actions Taken June 14

Granted License

Tallahassee, Fla., Florida State U.—Granted license for new non-commercial educational fm station; 91.5 mc, ch. 218; 10 w (BLED-151).

Modification of CP

The following stations were granted Mod. of CP's for extension of completion dates as shown: WXYZ-TV Detroit, to 1/11/55; KMO-TV Tacoma, Wash., to 1/11/55; KPLC-TV Lake Charles, La., to 1/12/55; WKOW-TV Madison, Wis., to 1/10/55; WAUG-FM Augusta, Ga., to 7/19/54; KHSL-TV Chico, Calif., to 1/11/55; WITA San Juan, P. R., to 7/31/54; WORX Madison, Ind., to 9/1/54.

Action Taken June 7

Remote Control

WMGW Meadville, Pa., Meadville Bcstg. Service Inc.—Granted authority to operate by remote control.

TV AND AM BROADCAST ACTIONS

Reinstated CP

WDQN DuQuoin, Ill., The Ava Bcstg. Co.—Granted reinstatement of expired CP for am station (BML-1519) which authorized a move of studio and transmitter sites.

Renewal of License

The following stations were granted renewal of licenses for the regular period: KPDQ Portland, Ore.; WSID Essex-Baltimore, Md.; WOLF Syracuse, N. Y.; KJAN Atlantic, Iowa.

June 23 Applications

ACCEPTED FOR FILING

Remote Control

KDTH Dubuque, Iowa, Telegraph Herald—(BRC-422).

WLAU Laurel, Miss., Southland Bcstg. Co.—(BRC-425).

WKDA Nashville, Tenn., Capitol Bcstg. Co.—(BRC-424).

KYOK Houston, Tex., Texas Bcstrs. Inc.—(BRC-423).

Renewal of License

WJET Erie, Pa., The "Jet" Bcstg. Co.—(BR-2693).

Application Returned

Lee Roy McCourry, McMinnville, Ore. (PO 508 South Cowles St.)—CP for new standard broadcast station on 1400 kc, 1 kw, unlimited (incomplete).

Modification of CP

WOKE Oak Ridge, Tenn., Air Mart Corp.—Mod. of CP (BMP-6148) which authorized increase in hours of operation to unlimited, using 500 w power night; install directional antenna for nighttime operation; make changes in antenna system and change transmitter location (geographic coordinates only) for extension of completion date (BMP-6557).

WIMA-TV Lima, Ohio, Northeastern Ohio Bcstg. Corp.—Mod. of CP (BPCT-738) as mod., which authorized new tv station for extension of completion date to 1-21-55 (BMPCT-2204).

FCC Data Presented During Senate Uhf Study

(See story, Government Section)

DURING the Senate probe of uhf there were many questions raised of FCC, asking for factual material. The following is a reprint of the FCC comments regarding these queries. The comments were introduced in the hearing record.

According to FCC, the comments dealt with the first phase of the uhf hearing held May 19-21. Transcript references pinpoint where questions appeared.

Q. 1. How many separate ownership interests are there in television? (T. 35, 431)

Q. 2. How many licensees own 5 stations? 4 stations? 3 stations? (T. 35)

A. Approximately 487 different companies or individuals own the 570 tv stations authorized as of May 1, 1954. A total of 51 companies or individuals had either majority or substantial minority ownership interests in more than one tv station. A breakdown of these ownership interests is as follows:

No. of Stations in Which a Majority or Substantial Minority Interest Is Held	No. of Companies or Individuals Holding Such Interest	No. of Stations Involved
5	4	20
4	5	20
3	10	30
2	32	64
Subtotal 2 or more	51	134
1	436	436
	487	570

Of the 377 stations on the air as of May 1, 1954, there were approximately 304 separate companies or individuals owning such stations.

Q. 3. How many communities have 4 or more commercial vhf stations? 3 or more commercial vhf stations? (T. 30)

A. Seven communities have assigned to them 4 or more commercial vhf stations. A total of 37 communities have assigned to them 3 or more commercial vhf stations.

Q. 4. How many vhf and uhf cancelled CP's were transferred or sold? (T. 69)

A. Two uhf stations were transferred from their original owners to new owners prior to the cancellation of the stations' authorizations. These were KRTV Little Rock, Ark., and KCTY Kansas City, Mo. In addition, one uhf authorization and one vhf authorization were transferred from their original owners to new owners after the stations had gone on the air. Subsequently, the new owners of these stations shut down the stations' operation with a request that the CP's be retained pending future developments and reorganization.

Q. 5. To what extent are uhf stations denied access to network programs? (T. 43-4)

A. Based on the Commission's study of network programming during the week of March 14-20, 1954, the average uhf station in cities of 250,000 and over population carried 19 hours of network programs during that week; the average post-free vhf station in cities of the same size carried 37 hours of network programs. In cities under 250,000 population, the average uhf station carried 14 hours of network programs during that week while the average post-freeze vhf in that city size carried 15 hours.

In the 34 cities where both vhf and uhf stations were in operation during that week, the average vhf station in those cities carried 44 hours of network programs and the average uhf station carried 14 hours. Of the 11 hours of network programs listed among the "Top Ten" programs (by three different research organizations) the average vhf station in the vhf-uhf cities carried 5 of these 11 hours while the average uhf station carried 1 hour.

Q. 6. Were the uhf applicants radio people or were they newcomers? (T. 104)

A. Approximately 2 out of 3 uhf authorizations were issued to persons or companies operating radio broadcast stations.

Q. 7. Is there any appreciable difference in the cost of uhf and vhf stations? (T. 58-9, 105)

A. Based on data reported by post-freeze licensees, the average construction cost of the 109 vhf stations was $376,000 compared to $300,000 for the average cost of 100 uhf stations.

Q. 8. What percentage of uhf stations are solvent at the present time? (T. 102)

A. It is not possible to state the number and percent of uhf stations which are solvent at the present time since the Commission does not have information on the current balance sheet items of the uhf licensees. In order to answer this question it would be necessary to have current data concerning each uhf station on the amount of its available working capital and other current assets as well as the amount of its current liabilities.

In terms of profit and loss, however, the Commission's survey of 87 uhf stations during the first three months of 1954 revealed that 13 were operating profitably during that period. Of the remaining 74 uhf stations which reported a loss for this period, 10 were profitable in one or two months of the period; 11 were approaching a break-even point on a month by month basis; and 53 were operating with continuing substantial losses in each month. Of these 53, 8 stations had ceased operating by May 1, 1954.

Similar data for 88 post-freeze vhf stations showed that 33 reported a profit during the same period. Of the 55 reporting an overall loss for the period, 20 reported a profit in one or two months of the period; 12 were approaching a break-even point on a month by month basis; and 23 were operating with continuing substantial losses in each month. Of these 23, one had ceased operating by May 1, 1954.

Q. 9. How much has radio advertising dropped off in the last five years? (T. 228)

A. Between 1948 and 1953, total expenditures for radio advertising increased by approximately 15%. During this period expenditures for national radio advertising declined by about 2% while expenditures for local radio advertising increased by about 43%.

Of the 1,813 operating am radio stations in 1948, 581 or 32 per cent reported losses for the year. In 1952, of 2,312 operating am radio stations, 468 or 20 percent reported losses for the year.

Q. 10. How many radio stations own television stations? (T. 229)

A. Approximately 3 out of 4 of the 570 authorized tv stations are owned by companies or individuals operating radio stations.

Q. 11. What percent of a station's total revenues comes from network, national spot, and local advertising? (T. 507-8)

A. The average pre-freeze tv station in 1953 derived 23.4% of its total time sales from network advertising; 44.3% from national spot advertising; and 32.3% from local advertising.

Q. 12. How long does a tv set owner keep his set before buying a new one, i.e., what is the average life of a tv set? (T. 419)

A. It is estimated that the average tv set is turned in for a new set after 6 or 7 years.

California
Outstanding Independent
$90,000.00
Located in an excellent market with good earning record and room to grow further. Long term financing arrangements can be had with only $20,000.00 down.

Southern Major Market
Independent
$65,000.00
A real future for an owner-operator to go into specialized programming. Some financing is available on this property.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
235 Montgomery St.
Exbrook 2-5672

Kenny KICKS UP a high rate of interest!

Kenny covers your investment . . . returns it with a high rate of interest from the kids and all the family! Every week day since April, 1952, Kenny has packed in a kid studio audience of 50—the slate is full for a year! Kenny plays, jumps, sings and sells his way through 30 minutes of warm, tasteful "down home" entertainment! Joe Rockhold's "Uncle Orrie" and the antics of Windy Dan—a puppet whose nose blows up on the 10th daily fib—back up this likeable, good-looking cowboy.

Look! A national bread company opened up a whole new territory with only 3 spots per week. A moving van sponsor—that's right, we said moving van—opened with 2 big orders the first nite! And in only 7 weeks, Kenny put across a 12,000,000 dollar school bond issue.

Young in heart and years—Kenny boasts a teriffic background, including TV appearances with Arthur Godfrey, Al Morgan, and Red Foley on the Grand Ole Opry! Latch on to the most promising "find" in this big, 12,850 square-mile computed service area—with 415,355 TV families and a *bonus* of 70,000 more! Try Kenny! Write for complete information, or contact George P. Hollingbery, National Representative for WHIO-TV!

Kenny's Open for Participating Spots
5:00-5:30 P. M. Every Week Day.

whio-tv

CBS • ABC • DUMONT

Channel 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

THE TALLEST TV TOWER IN THE WORLD (1104 FEET)

TELESTATUS

June 28, 1954

Tv Stations on the Air With Market Set Count And Reports of Grantees' Target Dates

Editor's note: This directory is weekly status report of (1) stations that are operating as commercial and educational outlets and (2) grantees. Triangle (►) indicates stations now on air with regular programming. Each is listed in the city where it is licensed. Stations, vhf or uhf, report respective set estimates of their coverage areas. Where estimates differ among stations in same city, separate figures are shown for each as claimed. Set estimates are from the station. Further queries about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate. Stations in *italics* are grantees, not yet operating.

ALABAMA

Birmingham—
► WABT (13) CBS, ABC, DuM; Blair; 260,000
► **WBRC-TV (6) NBC; Katz; 219,454**
WJLN-TV (48), 12/10/52—Unknown

Decatur†—
WMSL-TV (23) Walker; 12/26/52-7/15/54

Dothan†—
Ala-Fla-Ga Tv Inc. (9) Initial Decision 5/26/54

Mobile†—
► **WALA-TV (10) ABC, CBS, NBC; Headley-Reed; 72,500**
► WKAB-TV (48) CBS, DuM; Forjoe; 72,800
The Mobile Tv Corp. (5) Initial Decision 2/12/54

Montgomery—
► **WCOV-TV (20) ABC, CBS, NBC, DuM; Raymer; 31,200**
WSFA-TV (12) Headley-Reed; 3/25/54-11/15/54

Munford†—
*Alabama Educational Tv Commission (*7) 6/2/54-Unknown*

Selma†—
WSLA (8) 2/24/54-Unknown

ARIZONA

Mesa (Phoenix)—
► **KTYL-TV (12) NBC, DuM; Avery-Knodel; 94,250**

Phoenix—
► KOOL-TV (10) ABC; Hollingbery; 93,300
► KPHO-TV (5) CBS, DuM; Katz; 94,250
Arizona Tv Co. (3) 6/10/54-Unknown

Tucson—
► KOPO-TV (13) CBS, DuM; Forjoe; 24,916
► KVOA-TV (4) ABC, NBC; Raymer; 24,916

Yuma†—
► KIVA (11) DuM; Grant; 18,581

ARKANSAS

El Dorado†—
KRBB (10) 2/24/54-Unknown

Fort Smith†—
► **KFSA-TV (22) ABC, NBC, DuM; Pearson; 18,500**
KNAC-TV (5) Rambeau; 6/3/54-1/1/55

Hot Springs†—
KTVR (9) 1/20/54-Unknown

Little Rock—
► KARK-TV (4) NBC; Petry; 65,091
► **KATV (7) (See Pine Bluff)**
KETV (23) 10/30/53-Unknown

Pine Bluff†—
► KATV (7) ABC, CBS; Avery-Knodel; 74,365

Texarkana—
► **KCMC-TV See Texarkana, Tex.**

CALIFORNIA

Bakersfield—
► KABK-TV (29) ABC, DuM; Forjoe; 63,000
► KERO-TV (10) CBS, NBC; Avery-Knodel; 121,354

Berkeley (San Francisco)—
► KQED (*9)

Chico—
► **KHSL-TV (12) ABC, CBS, NBC, DuM; Avery-Knodel; 42,220**

Corona†—
KCOA (52), 9/16/53-Unknown

El Centro†—
KPIC-TV (16) 2/10/54-Unknown

Eureka†—
► **KIEM-TV (3) ABC, CBS, NBC, DuM; Blair; 14,000**

Fresno—
► **KBID-TV (53) Meeker; 92,052**
► KJEO-TV (47) ABC, CBS; Branham; 123,354
► **KMJ-TV (24) CBS, NBC; Raymer; 85,841**

Los Angeles—
KBIC-TV (22) 2/10/52-Unknown
► KABC-TV (7) ABC; Petry; 1,851,810
► KCOP (13) Katz; 1,851,810
► KHJ-TV (9) DuM; H-R; 1,851,810
► KNBH (4) NBC; NBC Spot Sls.; 1,851,810
► KNXT (2) CBS; CBS Spot Sls.; 1,851,810
► KTLA (5) Raymer; 1,851,810
► KTTV (11) Blair; 1,851,810
► **KTHE (*28)**

Modesto†—
KTRB-TV (14) 2/17/54-Unknown

New Starter

The following station is the newest to have started regular operations:

KVDO (TV) Corpus Christi, Tex. (ch. 22), June 20.

Monterey†—
► **KMBY-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 385,234**

Sacramento—
KBIE-TV (46) 6/26/53-Unknown
► **KCCC-TV (40) ABC, CBS, NBC, DuM; Weed; 106,500**
KCRA Inc. (3) 6/3/54-Unknown
McClatchy Bcstg. Co. (10), Initial Decision 11/6/53

Salinas†—
► **KSBW-TV (8) ABC, CBS, NBC, DuM; Hollingbery; 457,863**

San Diego—
► **KFMB-TV (8) ABC, CBS, DuM; Petry; 214,771**
► **KFSD-TV (10) NBC; Katz; 214,771**
KUSH (21) 12/23/53-Unknown

San Francisco—
KBAY-TV (20), 3/11/53-Unknown (granted STA Sept. 15)
► KGO-TV (7) ABC; Petry; 950,130
► KPIX (5) CBS, DuM; Katz; 950,130
► KRON-TV (4) NBC; Free & Peters; 950,130
► KSAN-TV (32) McGillvra; 47,000

San Jose†—
KQXI (11) 4/15/54-Unknown

San Luis Obispo†—
► KVEC-TV (6) DuM; Grant; 67,786

Santa Barbara—
► **KEYT (3) ABC, CBS, NBC, DuM; Hollingbery; 443,872**

Stockton†—
► **KTVU (36) NBC; Hollingbery; 76,000**
KOVR (13) Blair; 2/11/54-9/1/54

Tulare (Fresno)—
► KVVG (27) DuM; Forjoe; 150,000

COLORADO

Colorado Springs—
► **KKTV (11) ABC, CBS, DuM; Hollingbery; 45,191**
► **KRDO-TV (13) NBC; McGillvra; 36,000**

Denver—
► **KBTV (9) ABC; Free & Peters; 220,778**
► **KFEL-TV (2) DuM; Blair; 220,778**
► **KLZ-TV (7) CBS; Katz; 220,778**
► **KOA-TV (4) NBC; Petry; 220,778**
KRMA-TV (*6), 7/1/53-1954

Grand Junction†—
► KFXJ-TV (5) NBC, DuM; Holman; 3,000

Pueblo—
► KCSJ-TV (5) NBC; Avery-Knodel; 44,340
KDZA-TV (3). See footnote (d)

CONNECTICUT

Bridgeport—
*WCBE (*71) 1/29/53-Unknown*
► **WICC-TV (43) ABC, DuM; Young; 72,340**

Hartford†—
*WCHF (*24) 1/29/53-Unknown*
WGTH-TV (18) H-R; 10/21/53-7/15/54

New Britain—
► **WKNB-TV (30) CBS; Bolling; 176,068**

New Haven—
WELI-TV (59) H-R; 6/24/53-Unknown
► **WNHC-TV (8) ABC, CBS, NBC, DuM; Katz; 702,032**
WNLC-TV (26) 12/31/52-Unknown

Norwich†—
*WCNE (*63) 1/29/53-Unknown*

Stamford†—
WSTF (27), 5/27/53-Unknown

Waterbury—
► WATR-TV (53) ABC, DuM; Stuart; 134,400

DELAWARE

Dover†—
WHRN (40), 3/11/53-Unknown

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Station
KRLD TV
Dallas
Covers the Largest
TELEVISION MARKET
Southwest
with
MAXIMUM POWER
100,000 Watts Video
50,000 Watts Audio
DALLAS and FORT WORTH
More than a Million
urban population in the
50-mile area
More than TWO MILLION
in the 100-mile area . . .
NOW
388,771
TELEVISION HOMES
IN KRLD-TV'S
EFFECTIVE COVERAGE
AREA
EXCLUSIVE CBS
TELEVISION OUTLET FOR
DALLAS-FORT WORTH
AREAS
This is why
KRLD-TV
is your best buy
Channel 4 Represented by
The BRANHAM Company

AVOID COSTLY DUPLICATION

BUY WTVP

Decatur, Illinois

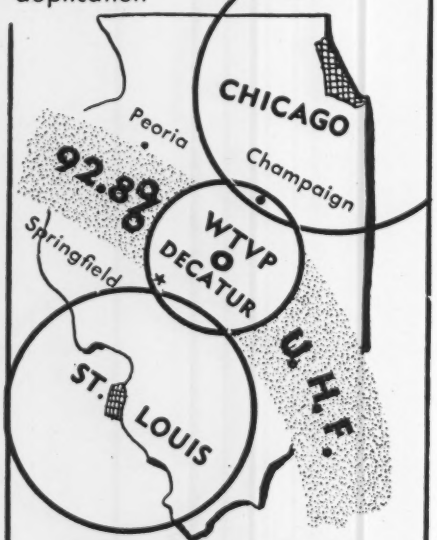
Ch. 17

THE SOLID SALES LINK BETWEEN THE CHICAGO ST. LOUIS MARKET AREAS

For a solid sales coverage of the rich, growing area on the road between Chicago & St. Louis

PRESENT AUDITED AREA, 80,000 TV Homes 92.8% U.H.F. CONVERTED

Served at lowest cost without any duplication



WTVP

DECATUR, ILLINOIS

ABC-DuMONT

Geo. W. Clark • Nat'l. Rep.

Wilmington—
► WDEL-TV (12) NBC, DuM; Meeker; 216,139
WILM-TV (83), 10/14/53-Unknown

DISTRICT OF COLUMBIA

Washington—
► WMAL-TV (7) ABC; Katz; 595,600
► WNBW (4) NBC; NBC Spot Sls.; 618,000
► WTOP-TV (9) CBS; CBS Spot Sls.; 600,000
► WTTG (5) DuM; Blair; 612,000
WOOK-TV (50) 2/24/54-Unknown

FLORIDA

Clearwater†—
WPGT (32) 12/2/53-Unknown

Daytona Beach†—
Telrad Inc. (2) 6/7/54-Unknown

Fort Lauderdale—
► WFTL-TV (23) NBC; Weed; 148,000
► WITV (17) ABC, DuM; Venard; 107,200 (also Miami)

Fort Myers†—
► WINK-TV (11) ABC; Weed; 8,000

Jacksonville—
► WJHP-TV (36) ABC, NBC, DuM; Perry; 53,374
► WMBR-TV (4) ABC, CBS, NBC, DuM; CBS Spot Sls.; 261,006
WOBS-TV (30) Stars National; 8/12/53-Sept. '54

Miami—
► WITV (17) See Fort Lauderdale
WMIE-TV (27) Stars National; 12/2/53-9/30/54
*WTHS-TV (*2), 11/12/53-Unknown*
► WTVJ (4) ABC, CBS, NBC, DuM; Free & Peters; 249,300
WMFL (33), 12/9/53-Unknown

Orlando—
WDBO-TV (6) CBS, ABC, NBC, DuM; Blair; 10/14/53-7/1/54 (granted STA June 10)

Panama City†—
► WJDM (7) ABC, NBC; Hollingbery; 9,500

Pensacola†—
► WEAR-TV (3) ABC; Hollingbery; 59,500
► WPFA (15) CBS, DuM; Young; 21,760

St. Petersburg—
► WSUN-TV (38) ABC, CBS, NBC, DuM; Weed; 81,000

Tampa†—
Tampa Times Co. (13), Initial Decision 11/30/53
WFLA-TV (8) Blair; Initial Decision 7/13/53

West Palm Beach—
WEAT-TV Inc. (12) 2/18/54-12/15/54
► WIRK-TV (21) ABC, DuM; Weed; 31,485
WJNO-TV (5) NBC; Meeker; 11/4/53-8/15/54

GEORGIA

Albany†—
► WALB-TV (10) ABC, NBC; Burn-Smith; 41,564

Atlanta—
► WAGA-TV (5) CBS, DuM; Katz; 386,925
► WLWA (11) ABC, DuM; Crosley Sls.; 386,925
► WSB-TV (2) NBC; Petry; 413,235
WQXI-TV (36), 11/19/53-Summer '54

Augusta—
► WJBF-TV (6) ABC, NBC, DuM; Hollingbery; 96,200
► WRDW-TV (12) CBS; Headley-Reed; 93,100

Columbus—
► WDAK-TV (28) ABC, NBC, DuM; Headley-Reed; 53,849
► WRBL-TV (4) CBS; Hollingbery; 68,401.

Macon—
► WNEX-TV (47) ABC, NBC; Branham; 34,662
► WMAZ-TV (13) ABC, CBS, DuM; Avery-Knodel; 75,593

Rome†—
► WROM-TV (9) DuM; Weed; 100,006

Savannah—
► WTOC-TV (11) ABC, CBS, NBC, DuM; Katz; 46,000
WSAV Inc. (3) Initial Decision 3/31/54

Thomasville†—
WCTV (6), 12/23/53-Unknown

Valdosta†—
WGOV-TV (37) Stars National; 2/26/53-9/1/54

IDAHO

Boise† (Meridian)—
► KBOI (2) CBS; Free & Peters; 33,800
► KIDO-TV (7) ABC, NBC, DuM; Blair; 33,000

Idaho Falls—
► KID-TV (3) ABC, CBS, NBC, DuM; Gill-Perna; 25,000
KIFT (8) ABC; Hollingbery; 2/26/53-Nov. '54

Nampa†—
KTVI (6) 3/11/53-Unknown

Pocatello†—
KISJ (6) CBS; 2/26/53-November '54
KWIK-TV (10) ABC; Hollingbery; 3/26/53-Nov. '54

Twin Falls†—
KLIX-TV (11) ABC; Hollingbery; 3/19/53-Sept. '54

ILLINOIS

Belleville (St. Louis, Mo.)—
► WTVI (54) CBS, DuM; Weed; 239,000

Bloomington†—
► WBLN (15) McGillvra; 113,242

Champaign—
► WCIA (3) CBS, NBC, DuM; Hollingbery; 307,000
*WTLC (*12), 11/4/53-Unknown*

Chicago—
► WBBM-TV (2) CBS; CBS Spot Sls.; 1,840,000
► WBKB (7) ABC; Blair; 1,840,000
► WGN-TV (9) DuM; Hollingbery; 1,840,000
WHFC-TV (26), 1/8/53-Unknown
WIND-TV (20), 3/9/53-Unknown
► WNBQ (5) NBC; NBC Spot Sls.; 1,840,000
WOPT (44) 2/10/54-Unknown
*WTTW (*11) 11/5/53-Fall '54*

Danville—
► WDAN-TV (24) ABC; Everett-McKinney; 35,000

Decatur—
► WTVP (17) ABC, DuM; George W. Clark; 81,780

Evanston†—
WTLE (32), 8/12/53-Unknown

Harrisburg†—
► WSIL-TV (22) ABC; Walker; 30,000

Joliet†—
WJOL-TV (43) Holman; 8/21/53-Unknown

Peoria—
► WEEK-TV (43) ABC, CBS, NBC, DuM; Headley-Reed; 146,546
► WTVH-TV (19) ABC, DuM; Petry; 130,000

Quincy† (Hannibal, Mo.)—
► KHQA-TV (7) (See Hannibal, Mo.)
► WGEM-TV (10) ABC, NBC; Avery-Knodel; 114,000

Rockford—
► WREX-TV (13) ABC, CBS; H-R; 200,000
► WTVO (39) NBC, DuM; Weed; 94,000

Rock Island (Davenport, Moline)—
► WHBF-TV (4) ABC, CBS, DuM; Avery-Knodel; 264,811

Springfield—
► WICS (20) ABC, NBC, DuM; Young; 78,000

INDIANA

Bloomington—
► WTTV (4) ABC, CBS, NBC, DuM; Meeker; 539,788

Elkhart†—
► WSJV (52) ABC, NBC, DuM; H-R; 118,000

Evansville†—
► WFIE (62) ABC, NBC, DuM; Venard; 56,000
► WEHT (50) See Henderson, Ky.

Fort Wayne—
► WKJG-TV (33) ABC, CBS, NBC, DuM; Raymer; 78,937
Anthony Wayne Bcstg Co. (69), Initial Decision 10/27/53

Indianapolis—
► WFBM-TV (6) CBS; Katz; 475,000
WISH-TV (8) CBS; Bolling; 1/28/54-7/1/54 (granted STA April 5)

LaFayette†—
► WFAM-TV (59) DuM; Rambeau; 50,670

Muncie—
► WLBC-TV (49) ABC, CBS, NBC, DuM; Holman, Walker; 71,300

Princeton†—
► WRAY-TV (52) McGillvra; 59,600

South Bend—
► WSBT-TV (34) ABC, CBS, NBC, DuM; Raymer; 108,812

Terre Haute†—
WTHI-TV (10) CBS; Bolling; 10/7/53-7/15/54

Waterloo† (Fort Wayne)—
WINT (15) 4/6/53-9/1/54

IOWA

Ames—
► WOI-TV (5) ABC, CBS, DuM; Weed; 240,000

Cedar Rapids—
► KCRI-TV (9) ABC, DuM; Venard; 116,444
► WMT-TV (2) CBS; Katz; 227,280

Davenport (Moline, Rock Island)—
► WOC-TV (6) NBC; Free & Peters; 264,811

Des Moines—
► KGTV (17) Hollingbery; 46,713
► WHO-TV (13) NBC; Free & Peters; 227,000

Fort Dodge†—
► KQTV (21) Pearson; 42,100

Mason City†—
► KGLO-TV (3) CBS, DuM; Weed; 90,932

Sioux City—
KCTV (36), 10/30/52-Unknown
► KVTV (9) ABC, CBS, NBC, DuM; Katz; 107,870
KTIV (4) Hollingbery; 1/21/54-8/16/54
Waterloo—
► KWWL-TV (7) NBC, DuM; Headley-Reed; 106,230

KANSAS

Great Bend†—
KCKT (2) 3/3/54-Unknown
Hutchinson—
► KTVH (12) ABC, CBS, DuM; H-R; 117,096
Manhattan†—
*KSAC-TV (*8), 7/24/53-Unknown*
Pittsburg†—
► KOAM-TV (7) ABC, CBS, NBC, DuM; Katz; 57,565
Topeka—
KTKA (42), 11/5/53-Unknown

FIRST contract for KFXJ-TV Grand Junction, Colo. (ch. 5), is signed as the city's Philco dealers take sponsorship of *Badge 714*. Agreeing on terms are (l to r): Rex Howell, president of KFXJ-TV, which began programming May 30; Lou Golm, representing Philco dealers, and E. Anson Thomas, vice president in charge of sales for the station.

► WIBW-TV (13) ABC, CBS, DuM; Capper Sls.; 53,692
Wichita—
KAKE-TV (10) Hollingbery; 4/1/54-Sept. '54
► KEDD (16) ABC, NBC, Petry; 91,035

KENTUCKY

Ashland†—
WPTV (59) Petry; 8/14/52-Unknown
Henderson† (Evansville, Ind.)—
► WEHT (50) CBS; Meeker; 51,097
Lexington†—
WLAP-TV (27) 12/3/53-See footnote (c)
WLEX-TV (18) 4/13/54-Unknown
Louisville—
► WAVE-TV (3) ABC, NBC, DuM; NBC Spot Sls.; 369,634
► WHAS-TV (11) CBS; Harrington, Righter & Parsons. See footnote (b).
WKLO-TV (21) See footnote (d)
WQXL-TV (41) Forjoe; 1/15/53-Summer '54
Newport†—
WNOP-TV (74) 12/24/53-Unknown

LOUISIANA

Alexandria†—
KALB-TV (5) Weed; 12/30/53-9/1/54
Baton Rouge—
► WAFB-TV (28) ABC, CBS, NBC, DuM; Young; 49,000
WBRZ (2) Hollingbery; 1/28/54-9/1/54
Lafayette†—
KVOL-TV (10) 9/16/53-Unknown
KLFY-TV (10) Rambeau; 9/16/53-Unknown
Lake Charles†—
KPLC-TV (7) Weed; 11/12/53-9/1/54
► KTAG (25) CBS, ABC, DuM; Young; 17,000
Monroe—
► KNOE-TV (8) CBS, NBC, ABC, DuM; H-R; 140,500
KFAZ (43) See footnote (d)
New Orleans—
WCKG (26) Gill-Perna; 4/2/53-Late '54
WCNO-TV (32) Forjoe; 4/2/53-Nov. '54
► WDSU-TV (6) ABC, CBS, NBC, DuM; Blair; 258,412
► WJMR-TV (61) ABC, CBS, DuM; McGillvra; 65,691
WTLO (20), 2/26/53-Unknown
Shreveport—
► KSLA (12) ABC, CBS, NBC, DuM; Raymer; 44,650
Shreveport Tv Co. (12) 6/7/54-Unknown
KTBS Inc. (3) Initial Decision 6/11/54

MAINE

Bangor†—
► WABI-TV (5) ABC, CBS, NBC, DuM; Hollingbery; 66,000
WTWO (2) 5/5/54-Unknown
Lewiston—
► WLAM-TV (17) CBS, DuM; Everett-McKinney; 19,667
Poland†—
WMTW (8) 7/8/53-Summer '54
Portland—
► WCSH-TV (6) NBC; Weed; 110,890
► WGAN-TV (13) ABC, CBS; Avery-Knodel
► WPMT (53) DuM; Everett-McKinney; 42,100

MARYLAND

Baltimore—
► WAAM (13) ABC, DuM; Harrington, Righter & Parsons; 549,782
► WBAL-TV (11) NBC; Petry; 549,782
WITH-TV (72) Forjoe; 12/18/52-Fall '54
► WMAR-TV (2) CBS; Katz; 549,782
WTLF (18) 12/9/53-Summer '54
Cumberland†—
WTBO-TV (17) 11/12/53-Summer '54
Salisbury†—
WBOC-TV (16) Burn-Smith; 3/11/53-6/28/54 (granted STA Feb. 18)

MASSACHUSETTS

Adams (Pittsfield)†—
► WMGT (74) ABC, DuM; Walker; 135,451
Boston—
WBOS-TV (50) 3/26/53-Unknown
► WBZ-TV (4) NBC; Free & Peters; 1,186,439
*WGBH-TV (*2) 7/16/53-10/1/54*
WJDW (44) 8/12/53-Unknown
► WNAC-TV (7) ABC, CBS, DuM; H-R; 1,186,439
Brockton†—
WHEF-TV (62), 7/30/53-Fall '54
Cambridge (Boston)—
► WTAO-TV (56) DuM; Everett-McKinney; 122,000
New Bedford †—
WTEV-TV (28) Walker; 7/11/53-Summer '54
Springfield—
► WHYN-TV (55) CBS, DuM; Branham; 136,000
► WWLP (61) ABC, NBC; Hollingbery; 128,000
Worcester—
WAAB-TV (20) 8/12/53-Aug. '54
► WWOR-TV (14) ABC, DuM; Raymer; 51,150

MICHIGAN

Ann Arbor—
► WPAG-TV (20) DuM; Everett-McKinney; 19,800
*WUOM-TV (*26), 11/4/53-Unknown*
Battle Creek—
WBCK-TV (58) Headley-Reed; 11/20/52-Summer '54
WBKZ (64) see footnote (d)
Bay City (Midland, Saginaw)—
► WNEM-TV (5) NBC, DuM; Headley-Reed; 205,160
Cadillac†—
► WWTV (13) ABC, CBS, DuM; Weed; 42,772
Detroit—
WCIO-TV (62), 11/19/53-Unknown
► WJBK-TV (2) CBS, DuM; Katz; 1,420,500
► WWJ-TV (4) NBC; Hollingbery; 1,286,822
► WXYZ-TV (7) ABC; Blair; 1,140,000
East Lansing†—
► WKAR-TV (*60)
Flint—
WJR Inc. (12), 5/12/54-Unknown
WTAC-TV (16) See footnote (d)

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

KEDD
WICHITA KANSAS
NBC • ABC
97
97% OF THE WICHITA TV AUDIENCE SEE TELEVISION AT ITS BEST ON KEDD
KEDD
CHANNEL 16
WICHITA KANSAS
REPRESENTED BY
Edward Petry & Co., Inc.

Grand Rapids—
► **WOOD-TV (8) ABC, CBS, NBC, DuM; Katz; 429,984**

Kalamazoo—
► **WKZO-TV (3) ABC, CBS, NBC, DuM; Avery-Knodel; 406,922**

Lansing—
► WILS-TV (54) ABC, DuM; Venard; 45,000
► **WJIM-TV (6) ABC, CBS, NBC, DuM; H-R; 260,000**

Marquette†—
WAGE-TV (6) 4/7/54-Oct. '54

Muskegon†—
WTVM(35), 12/23/53-Unknown

Saginaw (Bay City, Midland)—
► **WKNX-TV (57) ABC, CBS; Gill-Perna; 100,000**
WSBM-TV (51), 10/29/53-Unknown

Traverse City †—
WPBN-TV (7) Holman; 11/25/53-8/1/54

MINNESOTA

Austin—
► KMMT (6) ABC, DuM; Pearson; 92,869

Duluth† (Superior, Wis.)—
► KDAL-TV (3) NBC; Avery-Knodel; 56,500
► WDSM-TV (6). See Superior, Wis.
► **WFTV (38) ABC, CBS, NBC, DuM; Young; 36,000**

Hibbing†—
KHTV (10), 1/13/54-Unknown

Minneapolis (St. Paul)—
► **WCCO-TV (4) CBS, DuM; Free & Peters; 452,300**
► WTCN-TV (11) ABC, DuM; Blair; 454,863
Family Bcstg. Corp. (9) 6/10/54-Unknown

Rochester—
► KROC-TV (10) NBC; Meeker; 70,000

St. Paul (Minneapolis)—
► KSTP-TV (5) NBC; Petry; 456,100
► **WMIN-TV (11) ABC; Blair; 427,000**

MISSISSIPPI

Jackson—
► **WJTV (25) CBS, DuM; Katz; 50,224**
► **WLBT (3) NBC; Hollingbery; 87,085**
► **WSLI-TV (12) ABC; Weed; 88,650**

Meridian†—
► **WCOC-TV (30)**
► **WTOK-TV (11) ABC, CBS, NBC, DuM; Headley-Reed; 44,300**

MISSOURI

Cape Girardeau†—
KFVS-TV (12) CBS; Pearson; 10/14/53-Unknown
KGMO-TV (18), 4/16/53-Unknown

Clayton†—
KFUO-TV (30), 2/5/53-Unknown

Columbia—
► **KOMU-TV (8) ABC, CBS, NBC, DuM; H-R; 43,559**

Festus†—
KACY (14) See footnote (d)

Hannibal† (Quincy, Ill.)—
► KHQA-TV (7) CBS, DuM; Weed; 113,978
► **WGEM-TV (10) See Quincy, Ill.**

Jefferson City†—
Jefferson Tv Co. (13) 6/10/54-Unknown

Joplin†—
KSWM-TV (12) CBS; Venard; 12/23/53-8/15/54

Kansas City—
► KCMO-TV (5) ABC, DuM; Katz; 399,555
► KMBC-TV (9) CBS; Free & Peters; 399,555
► **WDAF-TV (4) NBC; Harrington, Righter & Parsons; 399,555**

Kirksville†—
KTVO (3) 12/16/53-8/16/54

St. Joseph—
► KFEQ-TV (2) CBS, DuM; Headley-Reed; 104,944

St. Louis—
KACY (14) See Festus
KETC (*9) 5/7/53-July '54
► **KSD-TV (5) ABC, CBS, NBC; NBC Spot Sls; 643,738**
► **KSTM-TV (36) ABC; H-R; 215,000**
WIL-TV (42), 2/12/53-Unknown
► **WTVI (54) See Belleville, Ill.**
KWK-TV (4) 4/21/54-Unknown

Sedalia†—
KDRO-TV (6) Pearson; 2/26/53-7/1/54

Springfield—
► **KTTS-TV (10) CBS, DuM; Weed; 44,676**
► **KYTV (3) ABC, NBC; Hollingbery; 46,080**

MONTANA

Billings†—
► **KOOK-TV (2) ABC, CBS, DuM; Headley-Reed; 15,000**

Butte†—
► **KOPR-TV (4) CBS, ABC; Hollingbery; 7,000**
► **KXLF-TV (6). No estimate given.**

Great Falls†—
► KFBB-TV (5) CBS, NBC, ABC, DuM; Headley-Reed; 6,500

Missoula†—
KGVO-TV (13) CBS; Gill-Perna; 3/11/53-7/1/54

NEBRASKA

Holdrege (Kearney)—
► KHOL-TV (13) CBS, DuM; Meeker; 34,750

Lincoln—
KFOR-TV (10) See footnote (d)
► **KOLN-TV (12) ABC, CBS, DuM; Avery-Knodel; 86,562**

Omaha—
► **KMTV (3) ABC, CBS, DuM; Petry; 283,150**
► **WOW-TV (6) DuM, NBC; Blair; 245,038**

NEVADA

Henderson†—
Southwestern Publishing Co. (2) 6/7/54-Unknown

Las Vegas†—
► **KLAS-TV (8) ABC, CBS, NBC, DuM; Weed; 14,925**

Reno†—
► **KZTV (8) ABC, CBS, NBC, DuM; Pearson; 15,428**

NEW HAMPSHIRE

Keene†—
WKNE-TV (45), 4/22/53-Unknown

Manchester†—
► WMUR-TV (9) ABC, DuM; Weed; 220,000

Mt. Washington†—
WMTW (8) See Poland, Me.

NEW JERSEY

Asbury Park†—
► **WRTV (58) 107,000**

Atlantic City—
WFPG-TV (46) see footnote (d)
WOCN (52), 1/8/53-Unknown

Camden†—
WKDN-TV (17), 1/28/54-Unknown

Newark (New York City)—
► **WATV (13) Weed; 4,150,000**

New Brunswick†—
WTLV (*19), 12/4/52-Unknown

NEW MEXICO

Albuquerque†—
► KGGM-TV (13) CBS; Weed; 43,797
► KOAT-TV (7) ABC, DuM; Hollingbery; 40,000
► **KOB-TV (4) NBC, DuM; Branham; 43,797**

Roswell†—
► **KSWS-TV (8) ABC, CBS, NBC, DuM; Meeker; 21,118**

NEW YORK

Albany (Schenectady, Troy)—
WPTR-TV (23) 6/10/53-Unknown
► WROW-TV (41) ABC, CBS, DuM; Bolling; 92,000
WTVZ (*17), 7/24/52-Unknown

Binghamton—
► **WNBF-TV (12) ABC, CBS, NBC, DuM; Bolling; 278,733**
WQTV (*46), 8/14/52-Unknown

Bloomingdale† (Lake Placid)—
WIRI (5) 12/2/53-Summer '54

Buffalo—
► **WBEN-TV (4) ABC, CBS, DuM; Harrington, Righter & Parsons; 403,210. See footnote (a).**
► **WBUF-TV (17) ABC, CBS, NBC, DuM; H-R; 150,000**
WTVF (*23) 7/24/52-Unknown
WGR-TV (2) NBC; Headley-Reed; 4/7/54-Aug. '54

Carthage† (Watertown)—
WCNY-TV (7) ABC, CBS; Weed; 3/3/54-Sept. '54

Elmira—
WECT (18) See footnote (d)
► WTVE (24) ABC, CBS, NBC, DuM; Forjoe; 31,500

Ithaca†—
WHCU-TV (20) CBS; 1/8/53-November '54
WIET (*14), 1/8/53-Unknown

Kingston—
► **WKNY-TV (66) ABC, CBS, NBC, DuM; Meeker**

New York—
► **WABC-TV (7) ABC; Petry; 4,150,000**
► **WABD (5) DuM; Avery-Knodel; 4,150,000**
► **WATV (13) See Newark, N. J.**
► **WCBS-TV (2) CBS; CBS Spot Sls.; 4,150,000**
► **WNBT (4) NBC; NBC Spot Sls.; 4,150,000**
► **WOR-TV (9) WOR; WOR-TV Sls.; 4,150,000**
► **WPIX (11) Free & Peters; 4,150,000**
WGTV (*25), 8/14/52-Unknown
WNYC-TV (31) 5/12/54-Unknown

Rochester—
WCBF-TV (15), 6/10/53-Unknown.
► WHAM-TV (6) ABC, NBC; Hollingbery; 230,000
► **WHEC-TV (10) ABC, CBS; Everett-McKinney; 210,000**
WRNY-TV (27), 4/2/53-Unknown
WROH (*21), 7/24/52-Unknown
► **WVET-TV (10) ABC, CBS; Bolling; 210,000**

Schenectady (Albany, Troy)—
► **WRGB (6) ABC, CBS, NBC, DuM; NBC Spot Sls.; 301,650**
► **WTRI (35) CBS; Headley-Reed; 85,050**

Syracuse—
► WHEN-TV (8) ABC, CBS, DuM; Katz; 345,855
WHTV (*43), 9/18/52-Unknown
► WSYR-TV (3) NBC; Headley-Reed; 345,855

Utica—
WFRB (19), 7/1/53-Unknown
► **WKTV (13) ABC, CBS, NBC, DuM; Cooke; 141,000**

NORTH CAROLINA

Asheville†—
► **WISE-TV (62) ABC, CBS, NBC, DuM; Bolling; 22,525**
WLOS-TV (13) Venard; 12/9/53-Aug. '54

Chapel Hill†—
WUNC-TV (*4), 9/30/53-September '54

Charlotte—
► **WAYS-TV (36) ABC, NBC, DuM; Bolling; 48,000**
► **WBTV (3) CBS, NBC, DuM; CBS Spot Sls.; 403,930**

Durham†—
WTVD (11) ABC, NBC; Headley-Reed; 1/21/54-9/1/54

Fayetteville†—
WFLB-TV (18) 4/13/54-Unknown

Gastonia†—
WNSC-TV (48) 4/7/54-Summer '54

Greensboro—
WCOG-TV (57) ABC; Bolling; 11/20/52-Unknown
► **WFMY-TV (2) ABC, CBS, DuM; Harrington, Righter & Parsons; 231,184**

Greenville—
► **WNCT (9) ABC, CBS, NBC, DuM; Pearson; 60,879**

Raleigh—
►**WNAO-TV (28) ABC, CBS, NBC, DuM; Avery-Knodel; 61,410**

Wilmington†—
► **WMFD-TV (6) NBC; Weed; 25,934**
WTHT (3) 2/17/54-Aug. '54

Winston-Salem—
► WSJS-TV (12) NBC; Headley-Reed; 213,267
► **WTOB-TV (26) ABC, DuM; H-R; 51,300**

NORTH DAKOTA

Bismarck†—
► **KFYR-TV (5) CBS, NBC, DuM; Blair; 6,128**

Fargo†—
► **WDAY-TV (6) ABC, CBS, NBC, DuM; Free & Peters; 42,260**

Grand Forks†—
KNOX-TV (10) 3/10/54-Unknown

Minot†—
► **KCJB-TV (13) ABC, CBS, NBC, DuM; Weed; 22,000**

Valley City†—
KXJB-TV (4) CBS; Weed; 8/5/53-July '54

OHIO

Akron—
► WAKR-TV (49) ABC; Weed; 56,199

Ashtabula†—
► **WICA-TV (15) 20,000**

Cincinnati—
*WCET (*48) 12/2/53-July '54*
► **WCPO-TV (9) ABC, DuM; Branham; 490,000**
► **WKRC-TV (12) CBS; Katz; 490,000**
► **WLWT (5) NBC WLW Sls.; 490,000**
WQXN-TV (54) Forjoe; 5/14/53-October '54

Cleveland—
WERE-TV (65), 6/18/53-Unknown
► WEWS (5) CBS; Branham; 1,036,720

► WNBK (3) NBC; NBC Spot Sls.; 883,980
► **WXEL (8) ABC, CBS, DuM; Katz; 823,629**
WHK-TV (19) 11/25/53-Unknown

Columbus—
► **WBNS-TV (10) CBS; Blair; 307,000**
► **WLWC (4) NBC; WLW Sls.; 307,000**
WOSU-TV (*34), 4/22/53-Unknown
► WTVN (6) ABC, DuM; Katz; 381,451

Dayton—
► **WHIO-TV (7) ABC, CBS, DuM; Hollingbery; 637,330**
WIFE (22) See footnote (d)
► WLWD (2) NBC; WLW Sls; 320,000

Elyria†—
WEOL-TV (31) 2/11/54-Fall '54

Lima—
WIMA-TV (5) Weed; 12/4/52-Summer '54
► WLOK-TV (73) ABC, CBS, NBC, DuM; H-R; 59,166

Mansfield†—
Fergum Theatres Inc. (36) 6/3/54-Unknown

Massillon†—
WMAC-TV (23) Petry; 9/4/52-Unknown

Steubenville—
► **WSTV-TV (9) CBS; Avery-Knodel; 1,083,900**

Toledo—
► **WSPD-TV (13) ABC, CBS, NBC, DuM; Katz;** 286,382

Youngstown—
► WFMJ-TV (21) NBC; Headley-Reed; 115,000
► **WKBN-TV (27) ABC, CBS, DuM; Raymer;** 131,838

Zanesville—
► **WHIZ-TV (50) ABC, CBS, NBC, DuM; Pearson; 35,000**

OKLAHOMA

Ada†—
► KTEN (10) ABC; Venard; 160,953

Ardmore†—
KVSO-TV (12) 5/12/54-Unknown

Enid†—
KGEO-TV (5) ABC; Pearson; 12/16/53-July '54

Lawton†—
► KSWO-TV (7) DuM; Everett-McKinney; 48,185

Miami†—
KMIV (58), 4/22/53-Unknown

Muskogee†—
KTVX (8) Avery-Knodel; 4/7/54-Unknown

Oklahoma City—
► **KMPT (19) DuM; Bolling; 98,267**
► KTVQ (25) ABC, NBC; H-R; 113,208
► **KWTV (9) CBS, DuM; Avery-Knodel; 256,102**
► **WKY-TV (4) ABC, NBC; Katz; 267,159**
KETA (*13) 12/2/53-Unknown

Tulsa—
► KCEB (23) NBC, DuM; Bolling; 80,000
► **KOTV (6) ABC, CBS, NBC, DuM; Petry; 229,100**
KSPG (17) 2/4/54-Unknown
Central Plains Enterprises Inc. (2) Initial Decision 6/8/54

OREGON

Eugene—
► KVAL-TV (13) ABC, NBC, DuM; Hollingbery; 13,000

Medford—
► KBES-TV (5) ABC, CBS, NBC, DuM; Blair; 20,600

Portland—
► **KOIN-TV (6) ABC, CBS; Avery-Knodel; 182,283**
► **KPTV (27) ABC, NBC, DuM; NBC Spot Sls.;** 177,383
Oregon Tv Inc. (12), Initial Decision 11/10/53
North Pacific Tv Inc. (8) Initial Decision 6/16/54

Salem†—
KSLM-TV (3), 9/30/53-Unknown

PENNSYLVANIA

Allentown†—
WFMZ-TV (67) Avery-Knodel; 7/16/53-Summer '54
WQCY (39) Weed; 8/12/53—Unknown

Altoona—
► **WFBG-TV (10) ABC, CBS, NBC, DuM; H-R; 428,774**

Bethlehem—
► WLEV-TV (51) NBC; Meeker, 74,803

Chambersburg†—
► WCHA-TV (46) CBS, DuM; Forjoe; 20,000

Easton—
► **WGLV (57) ABC, DuM; Headley-Reed; 75,410**

Erie—
► **WICU (12) ABC, NBC, DuM; Petry; 208,500**
► WSEE (35) CBS; Avery-Knodel; 20,404
WLEU-TV (66) 12/31/53-Unknown

Harrisburg—
WCMB-TV (27) Cooke; 7/24/53-8/1/54
►**WHP-TV (55) CBS; Bolling; 118,150**
► **WTPA (71) NBC; Headley-Reed; 118,150**

Hazleton†—
WAZL-TV (63) Meeker; 12/18/52-Unknown

Johnstown—
► **WARD-TV (56) Weed**
► WJAC-TV (6) CBS, NBC, DuM; Katz; 769,656

Lancaster—
► **WGAL-TV (8) ABC, CBS, NBC, DuM; Meeker;** 297,652
WWLA (21) Venard; 5/7/53-Fall '54

Lebanon†—
► WLBR-TV (15) Burn-Smith; 151,200

New Castle†—
► **WKST-TV (45) DuM; Everett-McKinney; 139,578**

Philadelphia—
► **WCAU-TV (10) CBS; CBS Spot Sls; 1,609,667**
► **WFIL-TV (6) ABC, DuM; Katz; 1,833,160**
WIBG-TV (23), 10/21/53-Unknown
► **WPTZ (3) NBC; Free & Peters; 1,767,042**

Pittsburgh—
► **WDTV (2) ABC, CBS, NBC, DuM; DuM Spot Sls.; 1,119,210**
► **WENS (16) ABC, CBS; Petry; 307,149**
► **WKJF-TV (53) CBS, NBC, DuM; Weed; 300,000**
► **WQED (*13)**
WTVQ (47) Headley-Reed; 12/23/52-Unknown

Reading—
►**WEEU-TV (33) ABC, NBC; Headley-Reed;** 54,206
► **WHUM-TV (61) CBS; H-R; 175,000**

Scranton—
► WARM-TV (16) ABC; Hollingbery; 154,000
► WGBI-TV (22) CBS; Blair; 160,000
► **WTVU (73) Everett-McKinney; 150,424**

Sharon†—
WSHA (39) 1/27/54-Unknown

Wilkes-Barre—
► WBRE-TV (28) NBC; Headley-Reed; 160,000
► **WILK-TV (34) ABC, DuM; Avery-Knodel; 173,000**

Williamsport†—
WRAK-TV (36) Everett-McKinney; 11/13/52-Summer '54

York—
► WNOW-TV (49) DuM; Forjoe; 87,400
► **WSBA-TV (43) ABC; Young; 76,100**

RHODE ISLAND

Providence—
► WJAR-TV (10) ABC, NBC, DuM; Weed; 1,120,-925
► **WNET (16) ABC, CBS, DuM; Raymer; 34,100**
WPRO-TV (12) Blair; 9/2/53-Unknown (granted STA Sept. 23)

SOUTH CAROLINA

Aiken†—
WAKN-TV (54) 10/21/53-Unknown

Anderson—
► WAIM-TV (40) CBS; Headley-Reed; 44,150

Camden†—
WACA-TV (15) 6/3/53-Unknown

Charleston—
► **WCSC-TV (5) ABC, CBS, NBC, DuM; Free & Peters; 114,170**
WUSN-TV (2) NBC, DuM; H-R; 3/25/54-9/1/54

Columbia—
► WCOS-TV (25) ABC; Headley-Reed; 53,200
► WIS-TV (10) NBC; Free & Peters; 105,258
► **WNOK-TV (67) CBS, DuM; Raymer; 48,774**

Florence†—
WBTW (8) CBS; 11/25/53-Sept. '54

Greenville—
► WFBC-TV (4) NBC; Weed; 277,662
► WGVL (23) ABC, DuM; H-R; 75,300

Spartanburg†—
WSPA-TV (7) CBS; Hollingbery; 11/25/53-Aug. '54

SOUTH DAKOTA

Rapid City†—
KTLV (7) 2/24/54-Unknown

Sioux Falls†—
► KELO-TV (11) ABC, CBS, NBC, DuM; Raymer; 75,187

TENNESSEE

Chattanooga—
► **WDEF-TV (12) ABC, CBS, NBC, DuM; Branham; 90,000**

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

now ON THE AIR you can BUY CHATTANOOGA

79th Market in the Nation

Population 807,200
Households 216,500
Income $837,833,000
Ret. Sales .. $573,994,000
(SRDS Consumer Markets. A & B contour area).

90,000 Sets*

* Based on Nielsen Survey plus sales to June 1, 1954

Interconnected . . . NBC • CBS • ABC • DuM.

105,200 Watts
VHF

WDEF-TV
CHATTANOOGA
channel 12

Contact THE BRANHAM COMPANY

Jackson†—
WDXI-TV (9) Burn-Smith; 12/2/53-Aug. '54

Johnson City—
► WJHL-TV (11) ABC, CBS, NBC, DuM; Pearson; 68,917

Knoxville—
► WATE (6) ABC, NBC; Avery-Knodel; 78,626
► WTSK (26) CBS, DuM; Pearson; 74,700

Memphis—
► WHBQ-TV (13) CBS; Blair; 283,350
► WMCT (5) ABC, NBC, DuM; Branham; 283,350

Nashville—
► WSIX-TV (8) CBS; Hollingbery; 190,368
► WSM-TV (4) NBC, DuM; Petry; 190,368

Old Hickory (Nashville)—
WLAC-TV (5) Katz; 8/5/53-Aug. '54

TEXAS

Abilene†—
► KRBC-TV (9) ABC, NBC, DuM; Pearson; 33,217

Amarillo—
► KFDA-TV (10) ABC, CBS; Branham; 50,613
► KGNC-TV (4) NBC, DuM; Katz; 50,613
KLYN-TV (7) 12/11/53-Unknown

KXYZ-TV (29) 6/18/53-Unknown
KTLK (13) 2/23/54-Unknown

Longview†—
► KTVE (32) Forjoe; 22,156

Lubbock†—
► KCBD-TV (11) ABC, NBC; Pearson; 56,026
► KDUB-TV (13) CBS, DuM; Avery-Knodel; 56,026
KFYO-TV (5) Katz; 5/7/53-Unknown

Midland—
► KMID-TV (2) ABC, CBS, NBC, DuM; Venard; 34,500

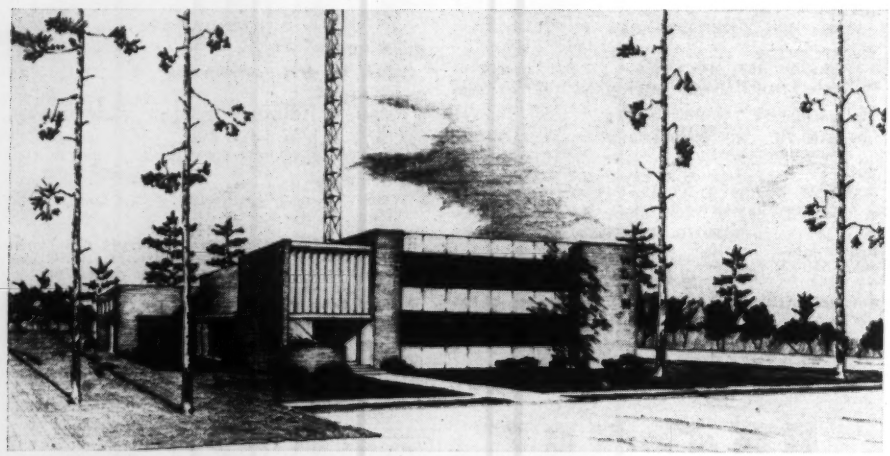
San Angelo—
► KTXL-TV (8) CBS; Venard; 28,035

San Antonio—
KALA (35) 3/26/53-Unknown
► KGBS-TV (5) ABC, CBS, DuM; Katz; 195,233
► WOAI-TV (4) NBC; Petry; 193,778
KCOR-TV (41) O'Connell; 5/12/54-11/1/54

Sweetwater†—
KPAR-TV (12) CBS; Avery-Knodel; 8/26/53-Unknown

Temple—
► KCEN-TV (6) NBC; Hollingbery; 80,758

Texarkana (also Texarkana, Ark.)—
► KCMC-TV (6) ABC, CBS, DuM; Venard; 81,124



ARCHITECT's drawing of the planned new home of WBTW (TV) Florence, S. C., which will cost about $500,000. The ch. 8 station expects to begin operation "the last week in September," affiliated with CBS-TV. The new building will be completely air-conditioned with 10,000 square feet of floor space, including about 25 rooms.

Austin—
► KTBC-TV (7) ABC, CBS, NBC, DuM; Raymer; 71,000

Beaumont†—
► KBMT (31) Forjoe
KTRM-TV (6) Initial Decision 7/22/53

Big Spring†—
Big Spring Bcstg. Co. (4) Initial Decision 6/11/54

Corpus Christi†—
► KVDO (22) Young
KTLG (43) 12/9/53-Unknown
Gulf Coast Bcstg. Co. (6) Initial Decision 6/17/54

Dallas—
KDTX (23) 1/15/53-Unknown
KLIF-TV (29) 2/12/53-8/1/54
► KRLD-TV (4) CBS; Branham; 388,771
► WFAA-TV (8) ABC, NBC, DuM; Petry; 390,000

El Paso—
► KROD-TV (4) ABC, CBS, DuM; Branham; 52,422
► KTSM-TV (9) NBC; Hollingbery; 41,229
KELP-TV (13) Forjoe; 3/18/54-Sept. '54

Ft. Worth—
► WBAP-TV (5) ABC, NBC; Free & Peters; 374,600

Galveston—
► KGUL-TV (11) ABC, CBS, DuM; CBS Spot Sls.; 300,000

Harlingen† (Brownsville, McAllen, Weslaco)—
► KGBT-TV (4) ABC, CBS, DuM; Pearson; 34,727

Houston—
► KNUZ-TV (39) DuM; Forjoe; 81,651
► KPRC-TV (2) NBC; Petry; 344,000
KTVP (23) 1/8/53-Unknown
► KUHT (*8) 281,500

Tyler†—
► KETX (19) CBS, NBC, DuM; Pearson; 28,405
KLTV (7) 1/27/54-Fall '54

Victoria†—
KNAL (19) Best; 3/26/53-Unknown

Waco†—
► KANG-TV (34) ABC; Pearson; 36,860

Weslaco† (Brownsville, Harlingen, McAllen)—
► KRGV-TV (5) NBC; Raymer

Wichita Falls—
► KFDX-TV (3) ABC, NBC; Raymer; 67,003
► KWFT-TV (6) CBS, DuM; Blair; 85,300

UTAH

Provo†—
KOVO-TV (11) 12/2/53-Unknown

Salt Lake City—
► KDYL-TV (4) NBC; Blair; 162,600
► KSL-TV (5) ABC, CBS, DuM; CBS Spot Sls.; 162,600
KUTV (2) ABC; Hollingbery; 3/26/53-8/15/54

VERMONT

Montpelier†—
WMVT (3) CBS; Weed; 3/12/54-9/6/54

VIRGINIA

Danville†—
► WBTM-TV (24) ABC; Gill-Perna; 21,500

Hampton (Norfolk)—
► WVEC-TV (15) NBC; Rambeau; 100,300

Harrisonburg†—
► WSVA-TV (3) ABC, CBS, NBC, DuM; Devney; 84,328

Lynchburg—
► WLVA-TV (13) ABC, CBS, DuM; Hollingbery; 113,440

Newport News—
WACH-TV (33) See footnote (d)

Norfolk—
► WTAR-TV (3) ABC, CBS, DuM; Petry; 319,564
► WTOV-TV (27) ABC, DuM; Forjoe; 105,200
► WVEC-TV (15) See Hampton

Petersburg†—
Southside Virginia Telecasting Corp. (8) Initial Decision 5/25/54

Richmond—
WOTV (29) 12/2/53-Unknown
► WTVR (6) NBC; Blair; 450,144

Roanoke—
► WSLS-TV (10) ABC, CBS, NBC; Avery-Knodel; 261,893

WASHINGTON

Bellingham†—
► KVOS-TV (12) DuM; Forjoe; 68,216

Seattle—
► KING-TV (5) ABC; Blair; 354,800
► KOMO-TV (4) NBC; Hollingbery; 354,800
*KCTS (*9) 12/23/53-12/1/54*
KCTL (20) 4/7/54-Unknown

Spokane—
► KHQ-TV (6) ABC, NBC; Katz; 75,757
► KXLY-TV (4) CBS, DuM; Avery-Knodel; 75,968
Louis Wasmer (2) 3/18/54-Sept. '54

Tacoma—
► KMO-TV (3) Branham; 351,100
► KTNT-TV (11) CBS, DuM; Weed; 354,800

Vancouver†—
KVAN-TV (21) Bolling; 9/25/53-Unknown

Yakima—
► KIMA-TV (29) ABC, CBS, NBC, DuM; Weed; 23,975

WEST VIRGINIA

Charleston†—
► WKNA-TV (49) ABC, DuM; Weed; 40,000
WCHS-TV (8) CBS, DuM; Branham; 2/11/54-8/1/54 (granted STA June 17)

Clarksburg†—
WBLK-TV (12) Branham; 2/17/54-9/1/54

Fairmont†—
► WJPB-TV (35) ABC, NBC, DuM; Gill-Perna; 34,500

Huntington—
► WSAZ-TV (3) ABC, NBC, DuM; Katz; 411,792

Oak Hill (Beckley)†—
Robert R. Thomas Jr. (4) 6/2/54-Unknown

Parkersburg†—
► WTAP (15) ABC, DuM; Forjoe; 28,200

Wheeling—
WLTV (51) 2/11/53-Unknown
► WTRF-TV (7) ABC, NBC; Hollingbery; 281,811

WISCONSIN

Eau Claire†—
► WEAU-TV (13) ABC, NBC, DuM; Hollingbery; 55,700

Green Bay—
► WBAY-TV (2) ABC, CBS, NBC, DuM; Weed; 191,253
WFRV-TV (5) 3/10/54-Unknown

La Crosse†—
WKBT (8) CBS, NBC, DuM; Raymer; 10/28/53-8/1/54
WTLB (38) 12/16/53-Unknown

Madison—
► WHA-TV (*21)
► WKOW-TV (27) CBS; Headley-Reed; 50,000
► WMTV (33) ABC, DuM; Meeker; 44,800

Marinette†—
WMBV-TV (11) NBC; George Clark; 11/18/53-August '54

Milwaukee—
► WCAN-TV (25) CBS; Rosenman; 352,760
► WOKY-TV (19) ABC, DuM; Gill-Perna; 297,500
► WTMJ-TV (4) ABC, NBC, DuM; Harrington, Righter & Parsons; 679,256
Milwaukee Area Telecasting Corp. (12) 6/11/54-Unknown

Neenah†—
► WNAM-TV (42) George Clark

Directory information is in following order: call letters, channel, network affiliation, national representative; market set count for operating stations; date of grant and commencement target date for grantees.

Superior† (Duluth, Minn.)—
► KDAL-TV (3). See Duluth, Minn.
► WDSM-TV (6) CBS, DuM; Free & Peters; 48,700
Wausau†—
WOSA-TV (16) Rambeau; 2/10/54-7/1/54
Wisconsin Valley Tv Corp. (7) 5/12/54-Unknown

WYOMING

Casper†—
KSPR-TV (2) 5/14/53-Unknown
Cheyenne†—
► KFBC-TV (5) CBS, NBC; Hollingbery

ALASKA

Anchorage†—
► KFIA (2) ABC, CBS; Weed; 9,000
► KTVA (11) NBC, DuM; Feltis; 8,000
Fairbanks†—
KFIF (2) ABC, CBS; 7/1/53-Unknown

HAWAII

Honolulu†—
► KGMB-TV (9) CBS; Free & Peters; 56,000
► KONA (11) DuM, NBC; NBC Spot Sls.; 56,000
► KULA-TV (4) ABC; Headley-Reed; 56,000

PUERTO RICO

San Juan†—
► WAPA-TV (4) ABC, NBC, DuM; Caribbean Networks
► WKAQ-TV (2) CBS; Inter-American; 30,000

CANADA

Hamilton†—
► CHCH-TV (10)
Kitchener†—
► CKCO-TV (13) ABC, CBS, NBC, DuM; Hardy; 50,000
London†—
► CFPL-TV (10) CBS; 35,000
Montreal—
► CBFT (2) 201,433
► CBMT (6) 201,433
Ottawa—
► CBOT (4) 10,100
St. John, N. B.—
► CHSJ-TV (4) CBS
Sudbury†—
► CKSO-TV (5) ABC, CBS, NBC, DuM; All-Canada, Weed; 7,326
7,326
Toronto—
► CBLT (9) 222,500
Vancouver—
► CBUT (2) CBS
Winnipeg†—
► CBWT

MEXICO

Juarez† (El Paso, Tex.)—
► XEJ-TV (5) National Time Sales
Tijuana† (San Diego)—
► XETV (6) Weed; 241,000

Total stations on air in U. S. and possessions: 384; total cities with stations on air: 255. Both totals include XEJ-TV Juarez and XETV (TV) Tijuana, Mexico, as well as educational outlets that are operating. Total sets in use 30,776,853.

*** Indicates educational stations.**

† Cities NOT interconnected with AT&T.

(a) Figure does not include 309,309 sets which WBEN-TV Buffalo reports it serves in Canada.

(b) Number of sets not currently reported by WHAS-TV Louisville, Ky. Last report was 205,544 on July 10, 1952.

(c) President Gilmore N. Nunn announced that construction of WLAP-TV has been temporarily suspended [B•T, Feb. 22]. CP has not been surrendered.

(d) The following stations have suspended regular operations, but have not turned in CP's: KDZA-TV Pueblo, Colo.; WKLO-TV Louisville, Ky.; KFAZ (TV) Monroe, La.; WBKZ (TV) Battle Creek, Mich.; WTAC-TV Flint, Mich.; KACY (TV) Festus, Mo.; KFOR-TV Lincoln, Neb.; WFPG-TV Atlantic City, N. J.; WECT (TV) Elmira, N. Y.; WIFE (TV) Dayton, Ohio; WACH-TV Newport News, Va.

UPCOMING

JUNE

June 27-30: Advertising Assn. of the West, Hotel Utah, Salt Lake City.

June 28: NBC Radio Affiliates, Plaza Hotel, New York.

June 28: New York U. begins 6-week summer radio-tv institute.

June 28-30: Newspaper Advertising Executives Assn., Hotel Del Coronado, Coronado, Calif.

June 28-Aug. 6: Summer Institute of Radio & Tv, co-sponsored by NBC and Barnard College, New York.

JULY

July 1-2: North and South Carolina Broadcasters Associations, joint meeting, Ocean Forest Hotel, Myrtle Beach, S. C.

July 1-Aug. 21: Radio-tv institutes, Boston U.

July 8-9: Virginia Assn. of Broadcasters, Natural Bridge Hotel, Natural Bridge.

July 24-31: Radio-Tv Workshop, American Baptist Assembly, Green Lake, Wis.

AUGUST

Aug. 1-4: National Audio-Visual Convention & Trade Show, Conrad Hilton Hotel, Chicago.

Aug. 2-21: Summer Tv Workshop, Michigan State College, East Lansing.

Aug. 9 (week of): International Alliance of Theatrical Stage Employes, Netherlands Plaza Hotel, Cincinnati.

Aug. 25-27: Western Electronic Show & Convention, Ambassador Hotel, Los Angeles.

Aug. 28-29: Montana Radio Stations Inc., Flathead Lake.

Aug. 30-Sept. 4: 11th International Workshop in Audio-Visual Education, American Baptist Assembly, Green Lake, Wis.

SEPTEMBER

Sept. 1: Deadline for entries in 1953-54 public interest awards for exceptional service to farm safety, National Safety Council.

Sept. 13-14: British Columbia Assn. of Radio & Tv Broadcasters, Harrison Hot Springs, B. C.

Sept. 26-29: Pacific Coast Council, American Assn. of Advertising Agencies, Hotel Del Coronado, Coronado, Calif.

Sept. 26-30: Financial Public Relations Assn., Hotel Statler, Washington, D. C.

Sept. 30-Oct. 1: Michigan Assn. of Broadcasters, St. Clair Inn, St. Clair.

Sept. 30-Oct. 2: 1954 High Fidelity Show, International Sight & Sound Exposition, Palmer House, Chicago.

OCTOBER

Oct. 4-6: 10th Annual National Electronics Conference, Hotel Sherman, Chicago.

Oct. 11-12: Assn. of Independent Metropolitan Stations, French Lick Springs, Ind.

Oct. 13-15: Direct Mail Advertising Assn., Hotel Statler, Boston.

Oct. 13-17: Audio Engineering Society. Hotel New Yorker, New York.

Oct. 15-16: Ohio State U. advertising conference, Columbus.

Oct. 20-21: Kentucky Broadcasters Assn., fall meeting, Cumberland Falls Park.

Oct. 27-30: National Assn. of Educational Broadcasters, Hotel Biltmore, New York.

NOVEMBER

Nov. 8-10: Assn. of National Advertisers, Hotel Plaza, New York.

Nov. 14: Indiana Radio-Tv Newsmen, fall meeting at WIRE studios, Indianapolis.

SPECIAL LISTING

BAB Clinics

July 12: Burlington, Vt.
July 13: Boston, Mass.
July 15: Syracuse, N. Y.
July 16: New York City.
July 19: Tampa, Fla.
July 20: Charlotte, N. C.
July 20: Detroit, Mich.
July 22: Richmond, Va.
July 23: Washington, D. C.
July 26: Philadelphia, Pa.
July 27: Pittsburgh, Pa.
July 29: Cleveland, Ohio.
Aug. 9: Milwaukee, Wis.
Aug. 10: Chicago, Ill.
Aug. 12: Los Angeles, Calif.
Aug. 13: San Francisco, Calif.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58TH STREET
NEW YORK 22, N. Y.
ELDORADO 5-0405

Sustaining the Commercial

THE 37 SENATORS who support a pending resolution to prohibit commercial sponsorship of televised Congressional hearings are favoring an extreme measure which, if passed, would do an indefensible injustice to television.

Unquestionably, however, there are less dramatic limitations which properly could be applied to sponsorship of radio-tv coverage of legislative activities. In the completely unlimited commercialization of such broadcasts, grave potentials must be reckoned with.

What the Congressmen fear, and quite understandably, is that sponsorship would somehow appear to be associated with the hearing itself rather than with the radio-tv coverage of the hearing. They are certainly on sound ground in not wishing it to seem that the Congress is functioning only because of the financial support of such-and-such a deodorant or that Congressmen in a hearing are in some way endorsing the product which is paying for the radio-television coverage of the hearing.

Yet such obvious violations of good taste are by no means assured—as some of the more distraught members of Congress believe. Networks and stations may be counted on to take precautions against commercial excesses. Controlled, as it would be, by the broadcasters' own diligent regard for the dignity of Congress, sponsorship of radio-tv coverage of hearings would be no different from the placement of a newspaper story of the hearings adjacent to a newspaper ad, to which, so far as we know, no Congressman has objected.

To deny networks and stations any chance of recapturing some of the enormous cost of broadcasting and telecasting Congressional hearings is to assure less extensive coverage than the public is owed. The production cost and value of time donated to radio and television coverage of the Army-McCarthy hearings ran to more than $10 million. ABC-TV and DuMont almost entirely suspended normal daytime operations to carry live telecasts of the prolonged affair. While the public appreciation for such exemplary service is gratifying, it does not assist the balance at the bank.

If it is the purpose of the extremists on the Hill to shut off radio and television, they will achieve it by adopting prohibitions against sponsorship. If, however, their purpose is only to avoid commercial abuse, they may abandon their attempts at unreasonable restriction and leave things to the proved good sense of the men who manage radio and tv.

Reasoned Approach on Uhf

NOW THAT the record is closed, there is ample basis for a reasoned approach by the Senate Communications Subcommittee to the television problem provoked by the economic prostration of some uhf stations. The threat of an emotional stampede appeared over with the presentation of the closing arguments last Tuesday.

The subcommittee has before it a positive plan for coping with the uhf problem, although all of the dissident elements couldn't possibly be assuaged by any plan unless it combined all ot the radical proposals made during the deliberations.

An *ad hoc* committee investigation of "de-intermixture"; an all-out campaign to lift promptly the 10% excise on all-band sets, and legislation to exempt from anti-trust prosecution manufacturers who agree voluntarily to produce all-band receivers, would appear to provide an adequate basis of attack.

Expert agencies are created by Congress because Congress itself cannot be expert in all things. The subcommittee hearings served a useful purpose in acquainting both the committee and the FCC with the development of tv, and the need for both vhf and uhf to provide competitive service. All concerned recognized the need for every legitimate aid possible to encourage uhf.

The danger lies in any effort to tamper with engineering standards. "Flexibility" is desirable if it means the shifting of unused channels or "red ink" stations to better locations, but not the indiscriminate shifting of assignments without regard to engineering limitations. The latter could undermine the whole allocations structure, because inevitably it would degrade service, a degree at a time.

Drawn for BROADCASTING • TELECASTING by G. C. Troop

"And now, in answer to numerous requests . . ."

L'Affaire Lamb-Doerfer

BEFORE THIS WEEK ends John C. Doerfer can expect confirmation by the Senate for a new seven-year term on the FCC. Even those Senators on the Interstate Commerce Committee who started out as his adversaries, admit he looks like a "shoo-in."

If there had been any doubt (and there was last Wednesday) it was dispelled Thursday when the Wisconsin Republican took the stand. He faced grave charges of bias and prejudice made by Broadcaster-Lawyer Edward Lamb. He categorically denied them. He satisfied the majority of the committee members as to his judicial approach. He didn't back away when he was asked whether he might disqualify himself in the Lamb renewal proceedings, growing out of allegations of Communist association—allegations repeatedly denied by Mr. Lamb.

Mr. Lamb cannot be condemned for battling in any forum open to him when he has his reputation at stake. It was evident after the Committee hearing, however, that Mr. Lamb was on tenuous ground in laying his FCC troubles principally at the doorstep of Mr. Doerfer.

Mr. Lamb now has had his day in Congress. He is getting his day in court, and he is scheduled to get his hearing before the FCC. And Mr. Doerfer is going to get his confirmation for a full FCC term.

Needed: Salesmen

WITHIN the past month a number of important advertisers have criticized the quality of salesmanship in contemporary broadcasting, particularly in radio. In essence their criticism is that broadcast salesmen don't know how to sell.

At the Broadcast Advertising Bureau session of the NARTB convention last month, five big radio customers complained that radio was failing in its selling job [B•T, May 31]. Typical of the comments was this, from Oliver B. Capelle, advertising manager of Miles Labs: "We have more confidence in radio than broadcasters themselves."

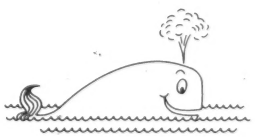
At a meeting of Maryland-District of Columbia broadcasters a fortnight ago, Norman S. Almony, advertising and sales promotion manager of National Brewing Co., said that salesmanship in both radio and television was in need of improvement [B•T, June 21]. Mr. Almony said that radio-tv were not only missing the boat on new accounts but also neglecting to re-sell old ones.

Mr. Capelle is a major buyer of national advertising; Mr. Almony, a major buyer in the region which National Brewing serves. Since both complain of the same thing, it is evident that inadequate salesmanship is widespread in broadcasting. Here is a warning which no conscientious broadcaster can ignore. Poor salesmanship is something which no station can afford in today's competitive business climate.

Bonus from Mt. Washington TV

$21,000 Chris-Craft "Sport Fisherman"

By using Mt. Washington TV — the TV station with the greatest coverage in America — you can save the cost of a $21,000 Chris-Craft "Sport Fisherman" in 28 weeks of a 15 minute show aired five times weekly.



LARGEST ON THE WAVES

Mt. Washington's more-than-a-mile high TV station covers most of the three states of Maine, New Hampshire and Vermont. On the air in August.

WHAT NETWORK!

This "3-state one-station TV network" covers virtually all the families local TV stations do. Reaches thousands of families they cannot reach. Yet average time costs run 54% less than the combined cost of the three TV stations giving next best coverage.

CBS-ABC

Mt. Washington TV, Inc.

WMTW

Channel 8

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